

Citizen Satisfaction Survey

March 2007 Results



Office of the Mayor
Program Management Office

April 10, 2007



Objectives

- Create a citizen satisfaction index against which the performance of city services can be measured
- Drive an “outcomes orientation” into the city management culture
- Provide the Mayor and COO with a reliable channel that captures the shifting priorities and attitudes of citizens that can be used to drive service decisions and business strategy



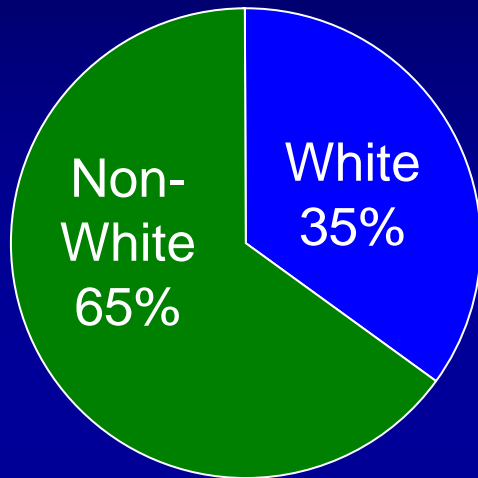
Methodology

- The survey is a random sample of 600 City of Atlanta residents. Responses are accurate to within plus or minus 4%.
- The survey is conducted by telephone
 - takes approximately 17 minutes to complete
 - pre-tested using cognitive interviews in-house
 - multiple choice survey with only one open-ended question
- Based on a random sample of pre-dialed residential phone numbers from exchanges within the Atlanta city limits
 - each number was given a minimum of four attempts to reach a valid respondent
- Once a household is reached, a respondent is randomly selected by asking for the member of the household with the most recent birth date (known as the Kish method of respondent selection)
 - if the proper respondent is not available at that time, we ask when would be a good time to call back.
 - if the respondent is there, but not willing to take the survey at that time, we ask for a convenient time to call back. In other words, we make sincere efforts to reach the respondent selected by our systemized randomization techniques
- The data presented from the survey has been weighted to account for unequal probability of selection and to post-stratify the sample so that it is representative of the population on the basis of gender, age, and race.

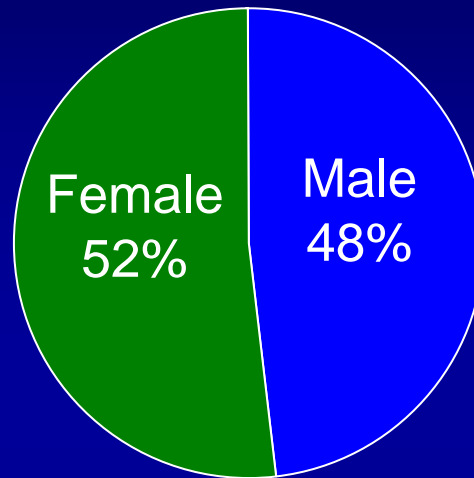


Demographic Breakdowns for March 2007 respondents

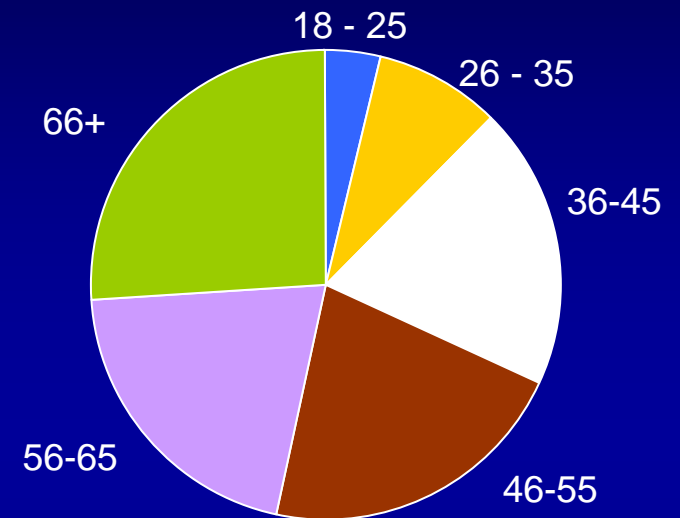
Race



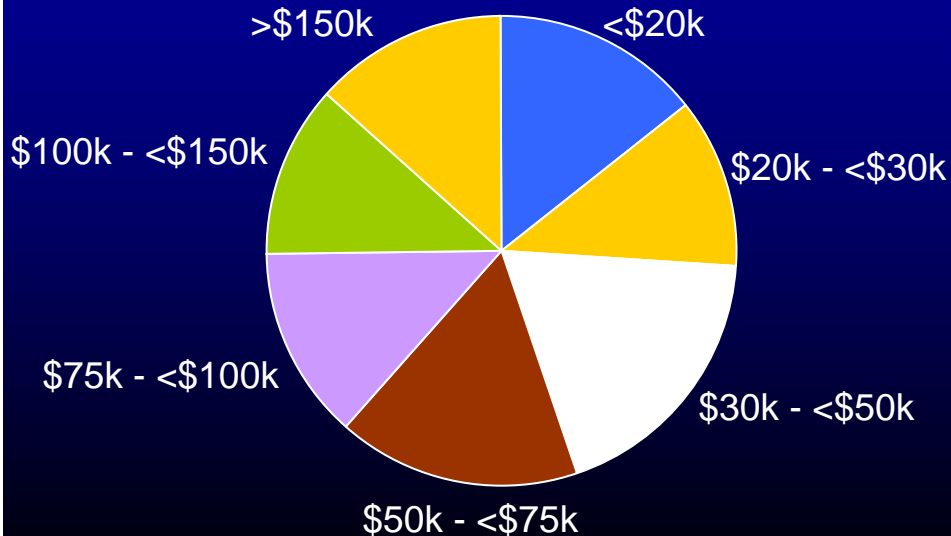
Gender



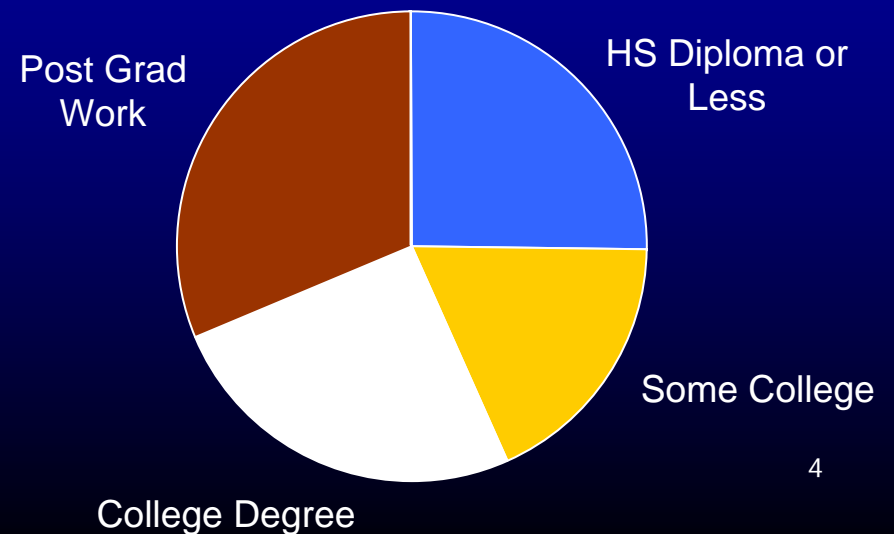
Age



Income



Education





General Level of Satisfaction with City of Atlanta

How satisfied are you with City of Atlanta services overall?



10 = extremely satisfied

1 = extremely dissatisfied



Satisfaction with City as a Place to Live

How would you rate...?
(% responding excellent or good)

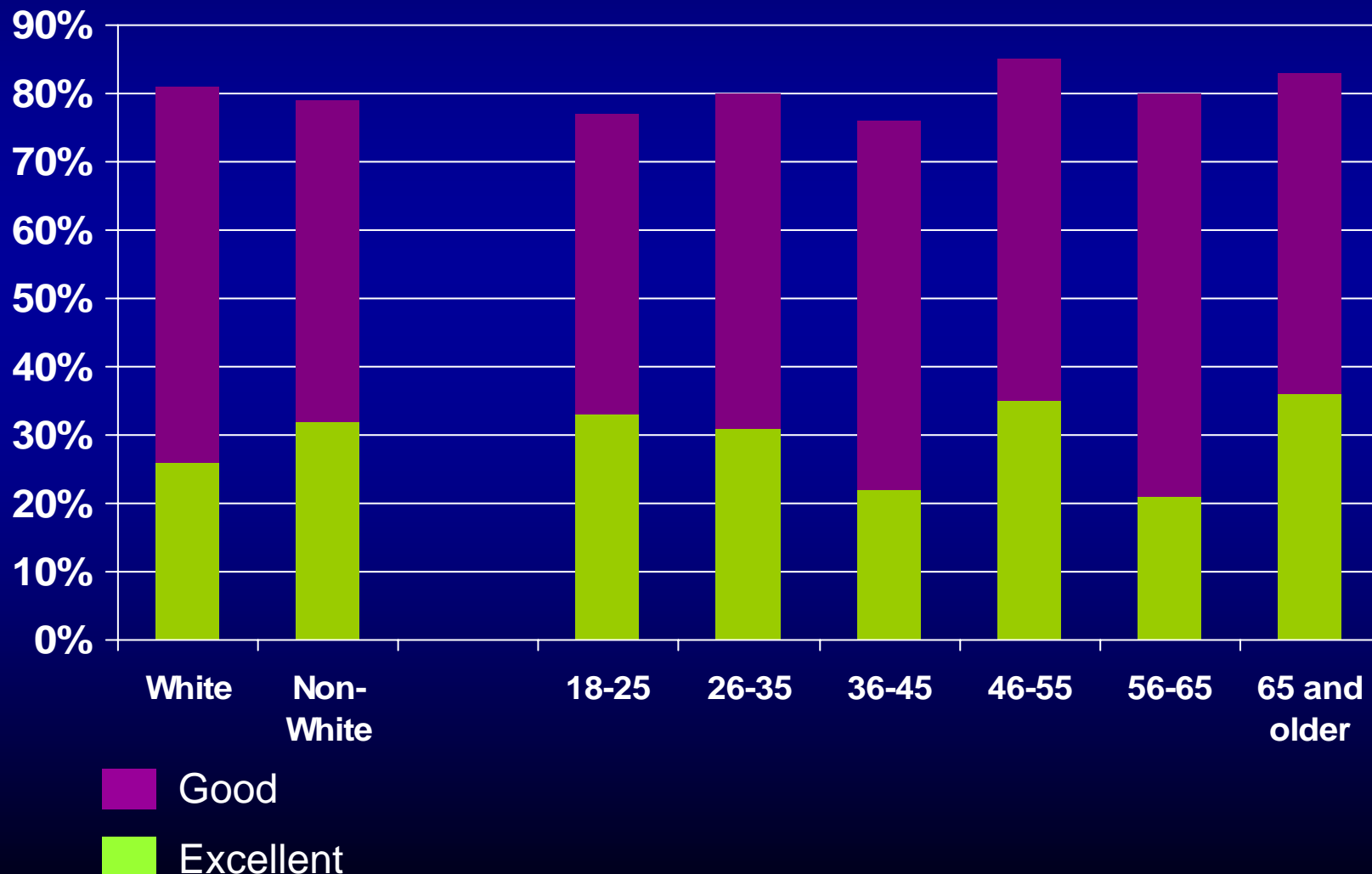




There are only small differences among demographic groups on City ratings

“How would rate Atlanta as a place to live?”

% Responding “Excellent or Good”

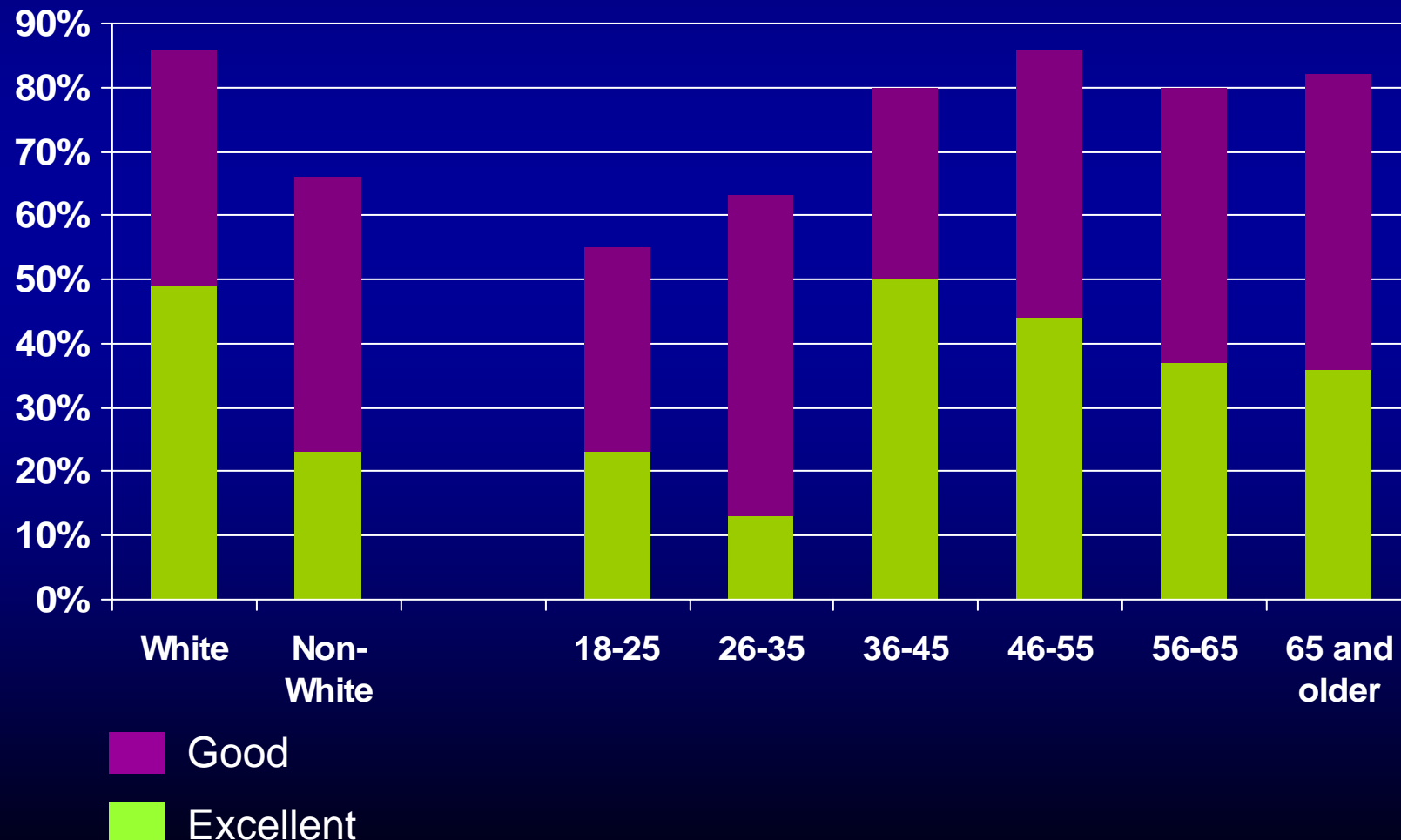




There are significant differences among demographic groups on neighborhood ratings

“How would rate your neighborhood as a place to live?”

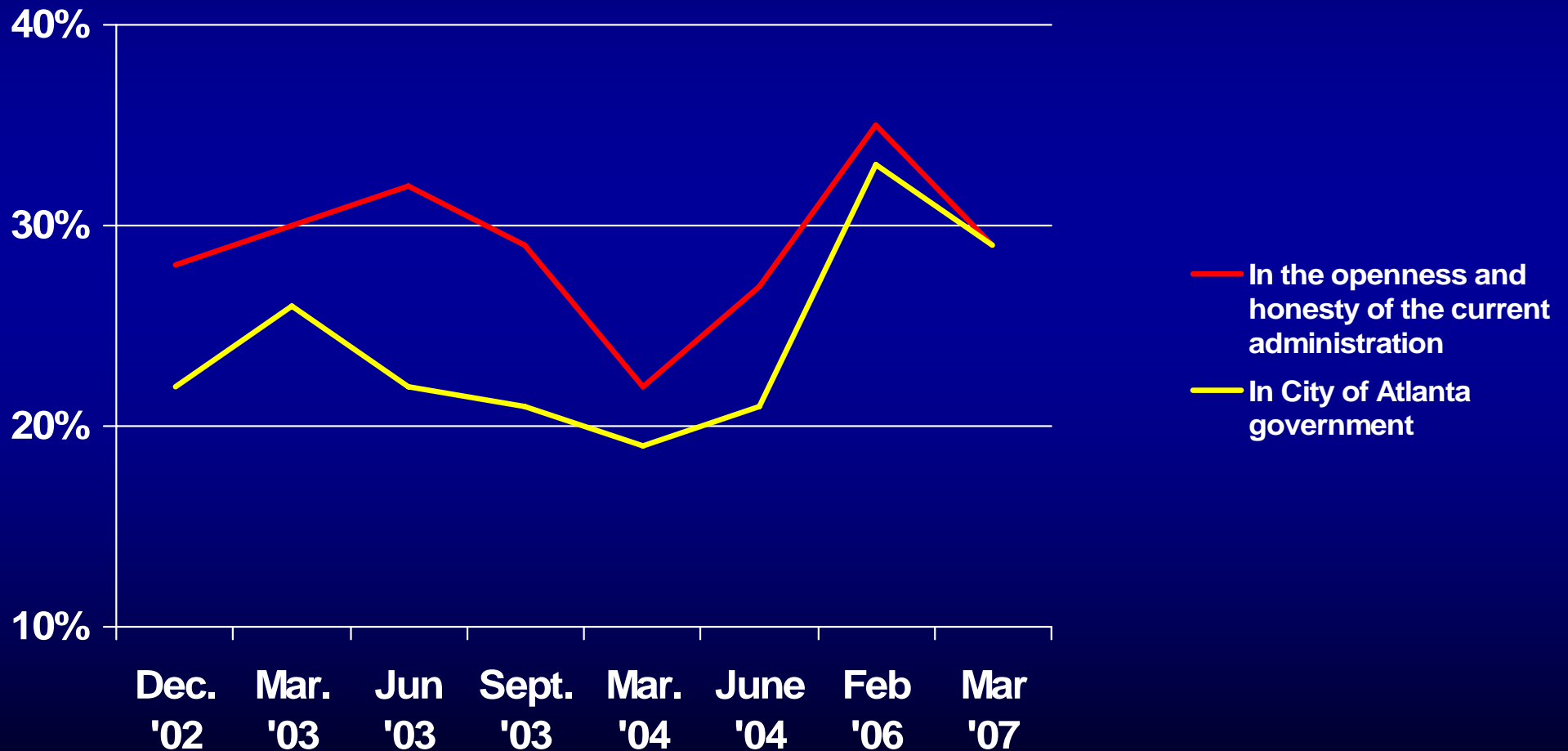
% Responding “Excellent or Good”





Confidence in City government

How much confidence do you have in City of Atlanta government?
(% responding “complete confidence” or “great deal of confidence”)

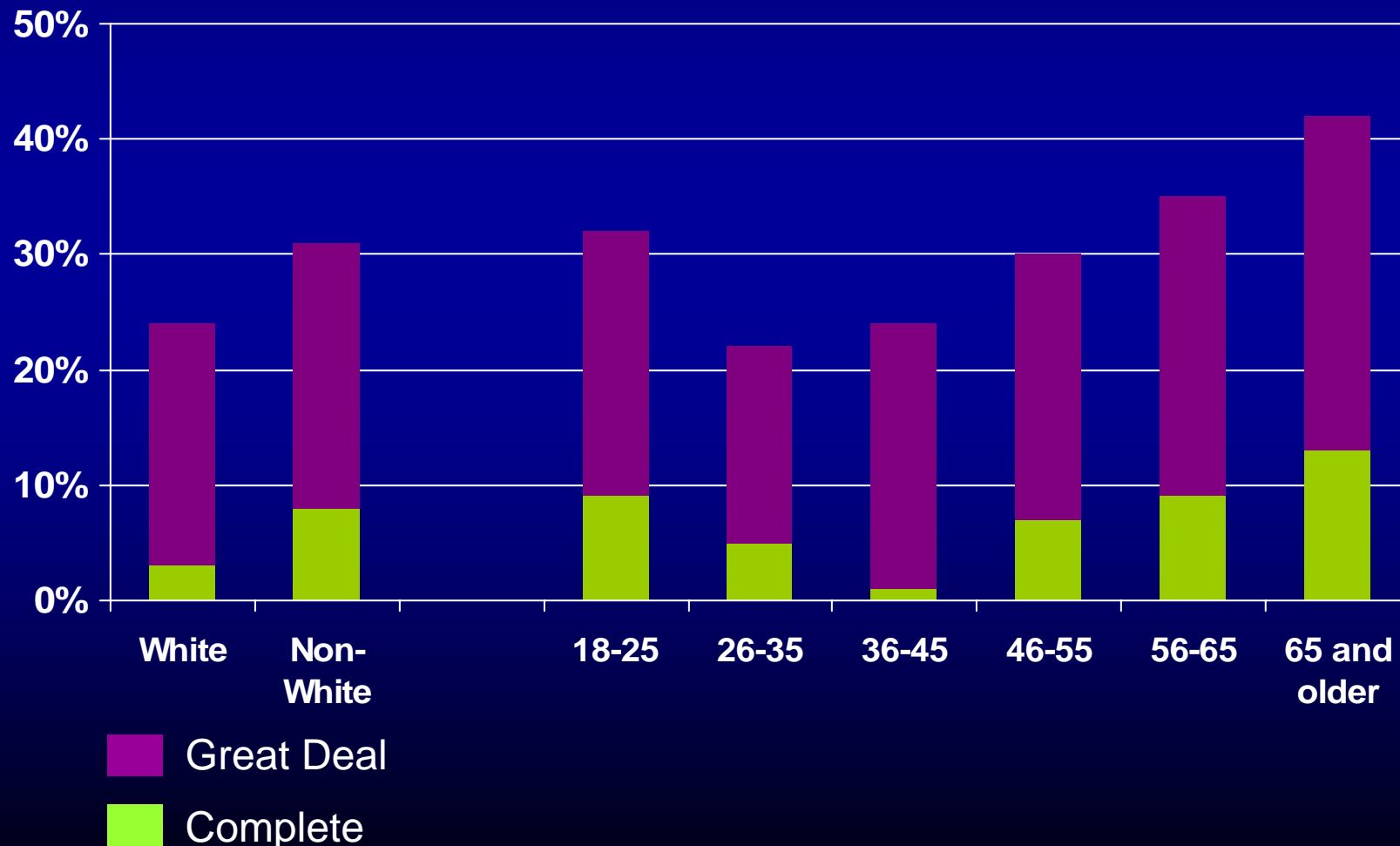




There are significant differences among demographic groups on confidence ratings

“How much confidence do you have in City of Atlanta government?”

% Responding “Complete or a Great Deal of Confidence”

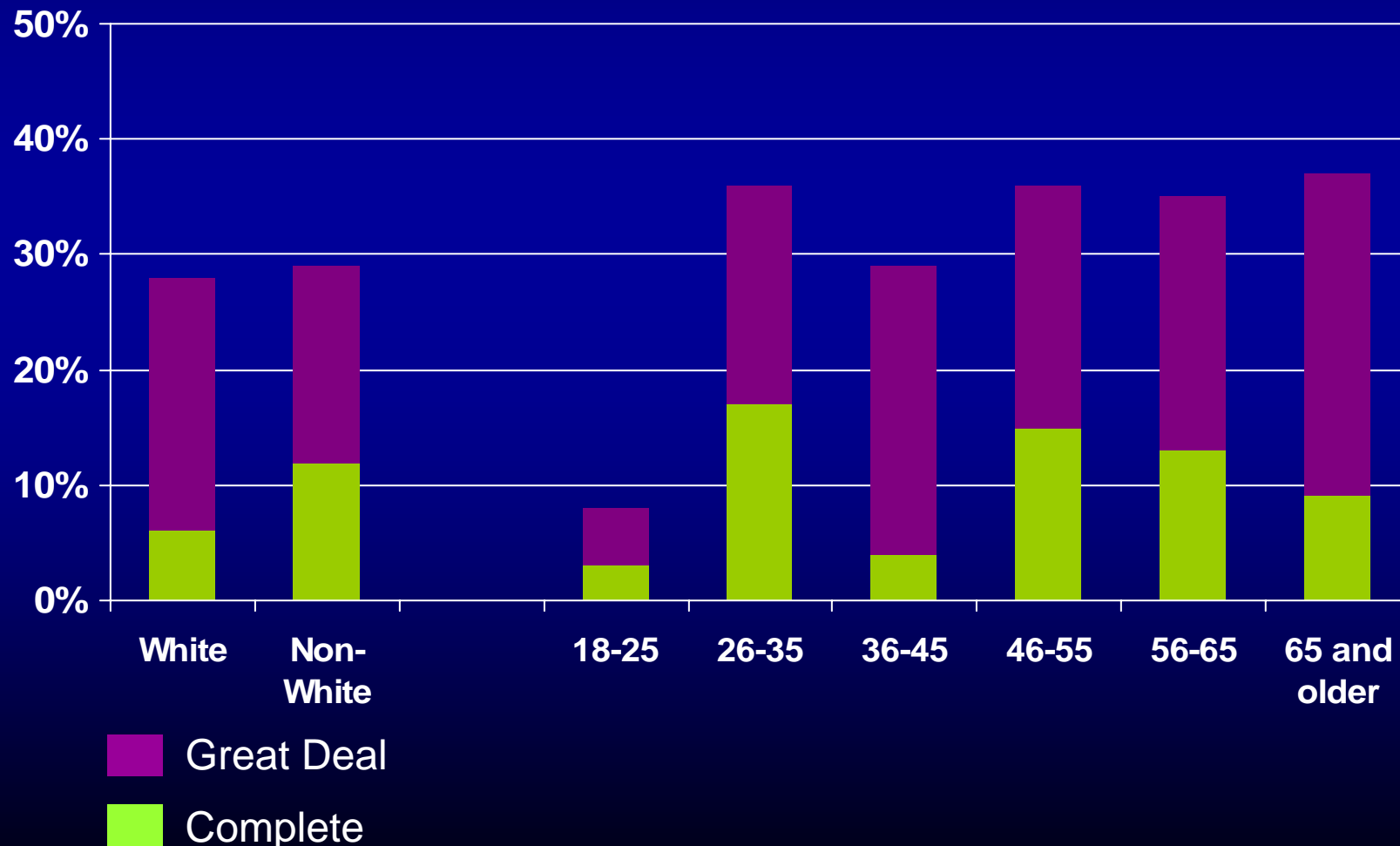




There are some differences among demographic groups on openness and honesty ratings

“How much confidence do you have in the current administration’s openness and honesty?”

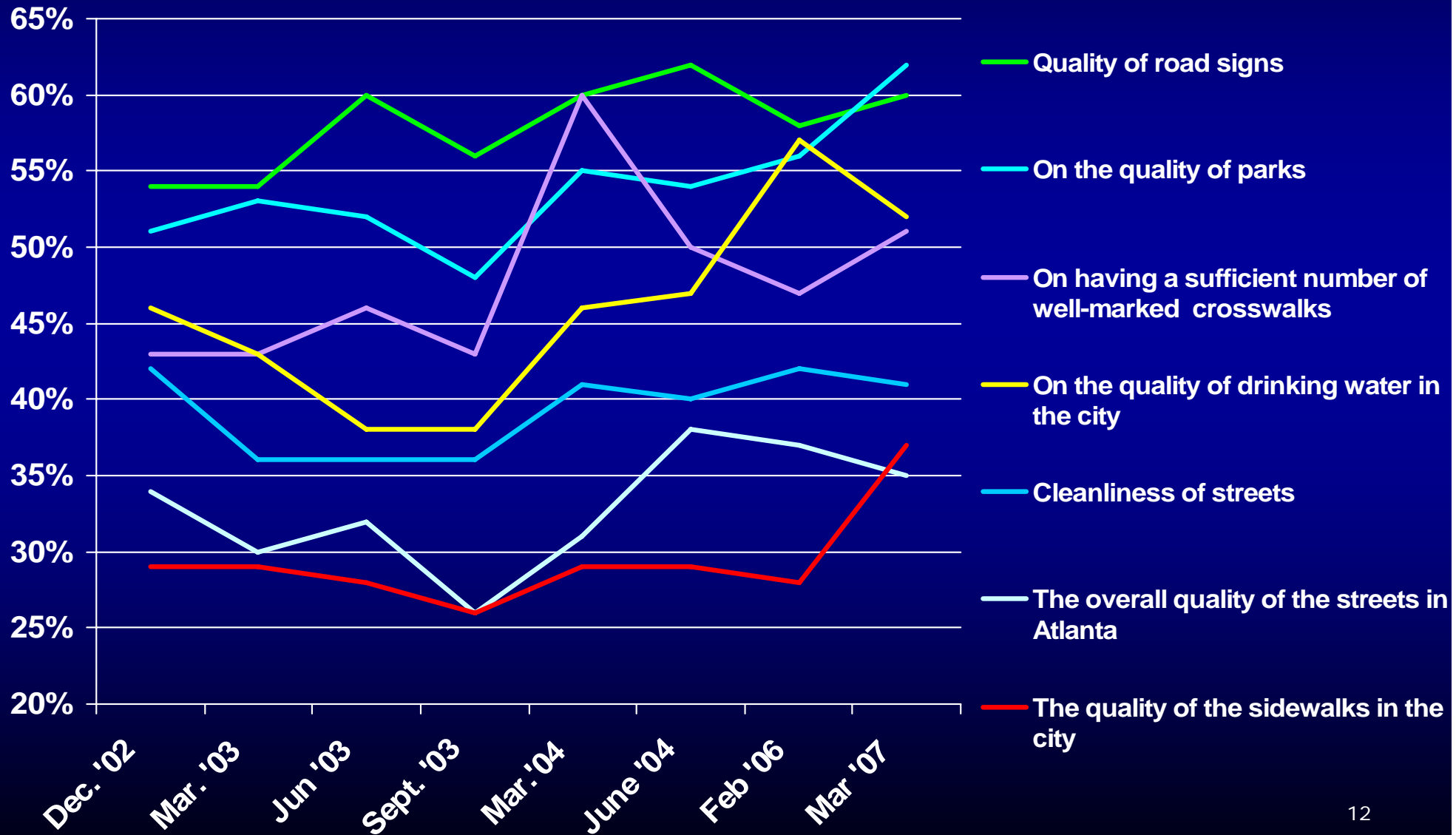
% Responding “Complete or a Great Deal of Confidence”





Overall Service Levels (Infrastructure)

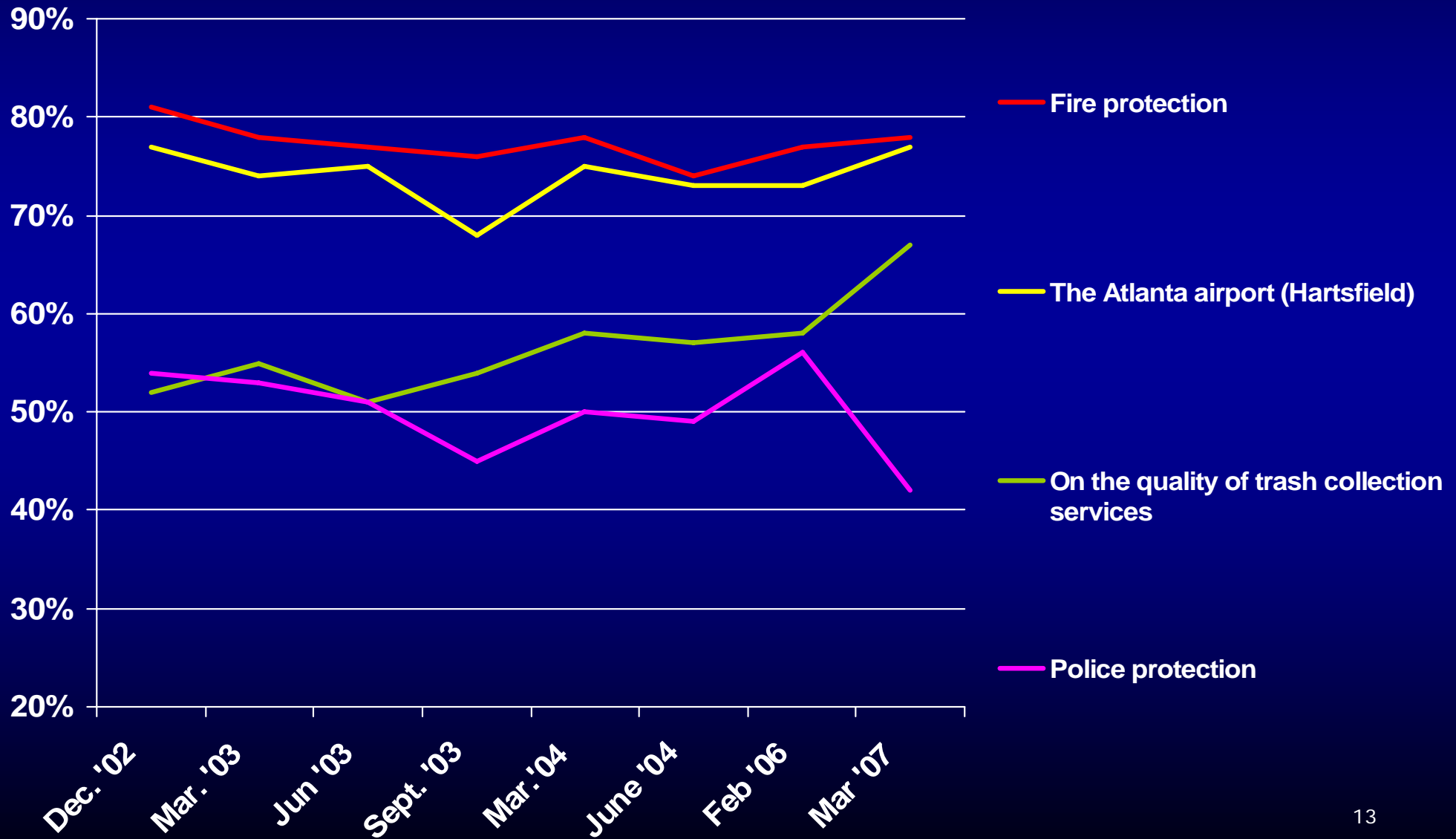
How would you rate the City of Atlanta on the following?
(% responding "excellent" or "good")





Overall Service Levels (Services)

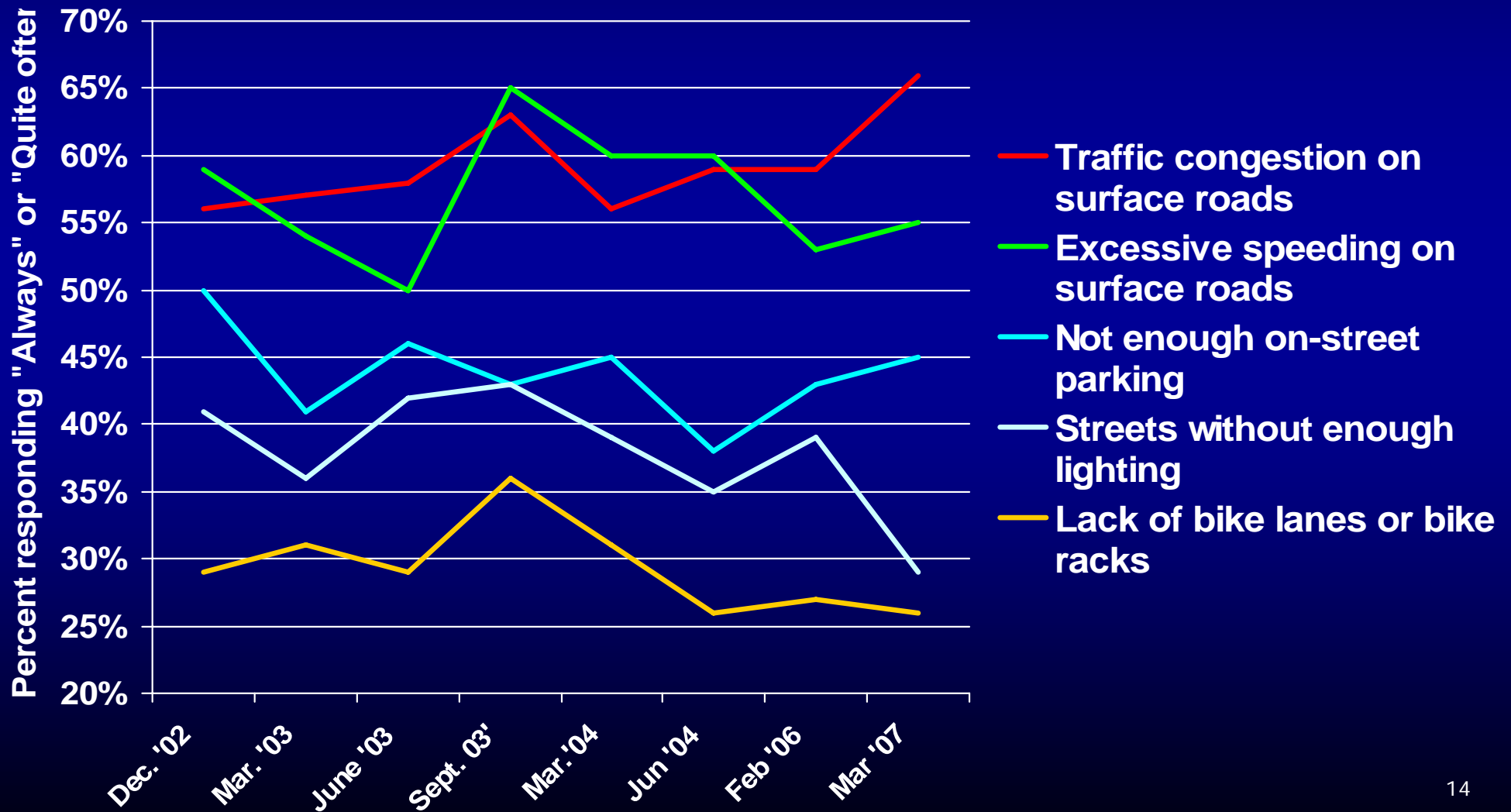
How would you rate the City of Atlanta on the following?
(% responding "excellent" or "good")





Streets and Transportation

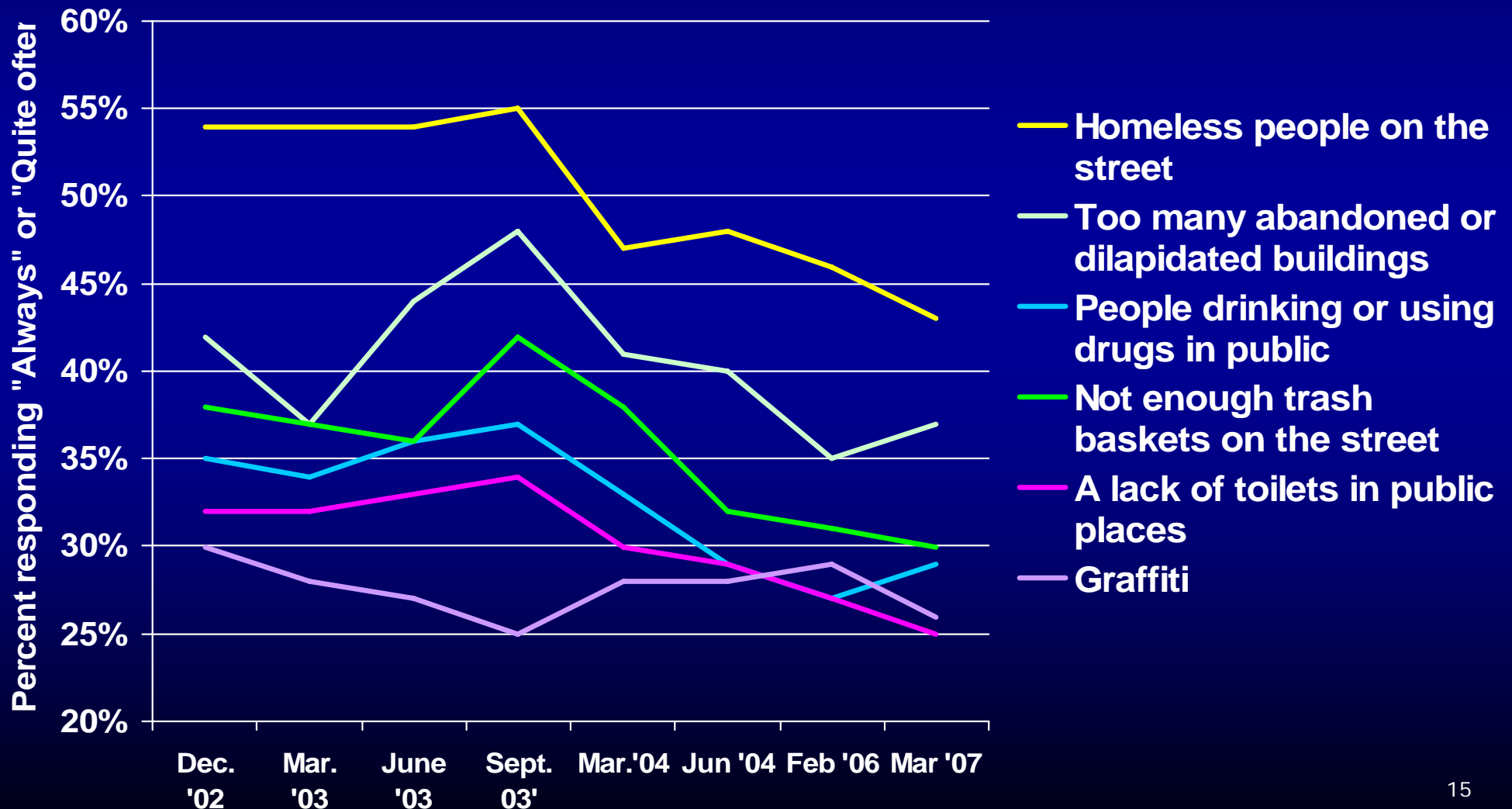
“How often are you bothered by ...”
% Responding “Always” or “Quite Often”





Quality of Life Issues

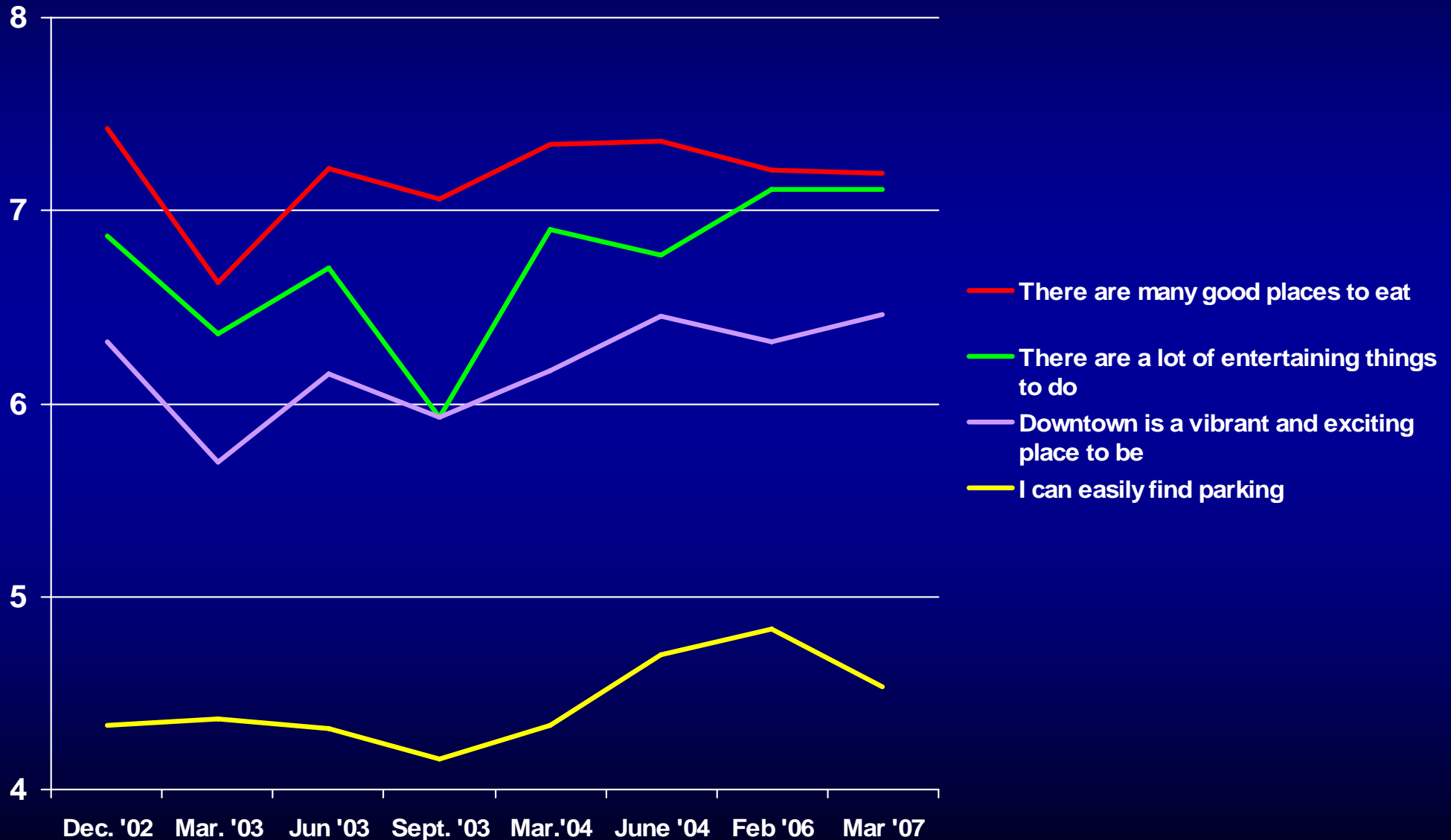
“How often are you bothered by ...”
% Responding “Always” or “Quite Often”





Downtown Environment (Amenities)

How well each statement describes downtown Atlanta?*

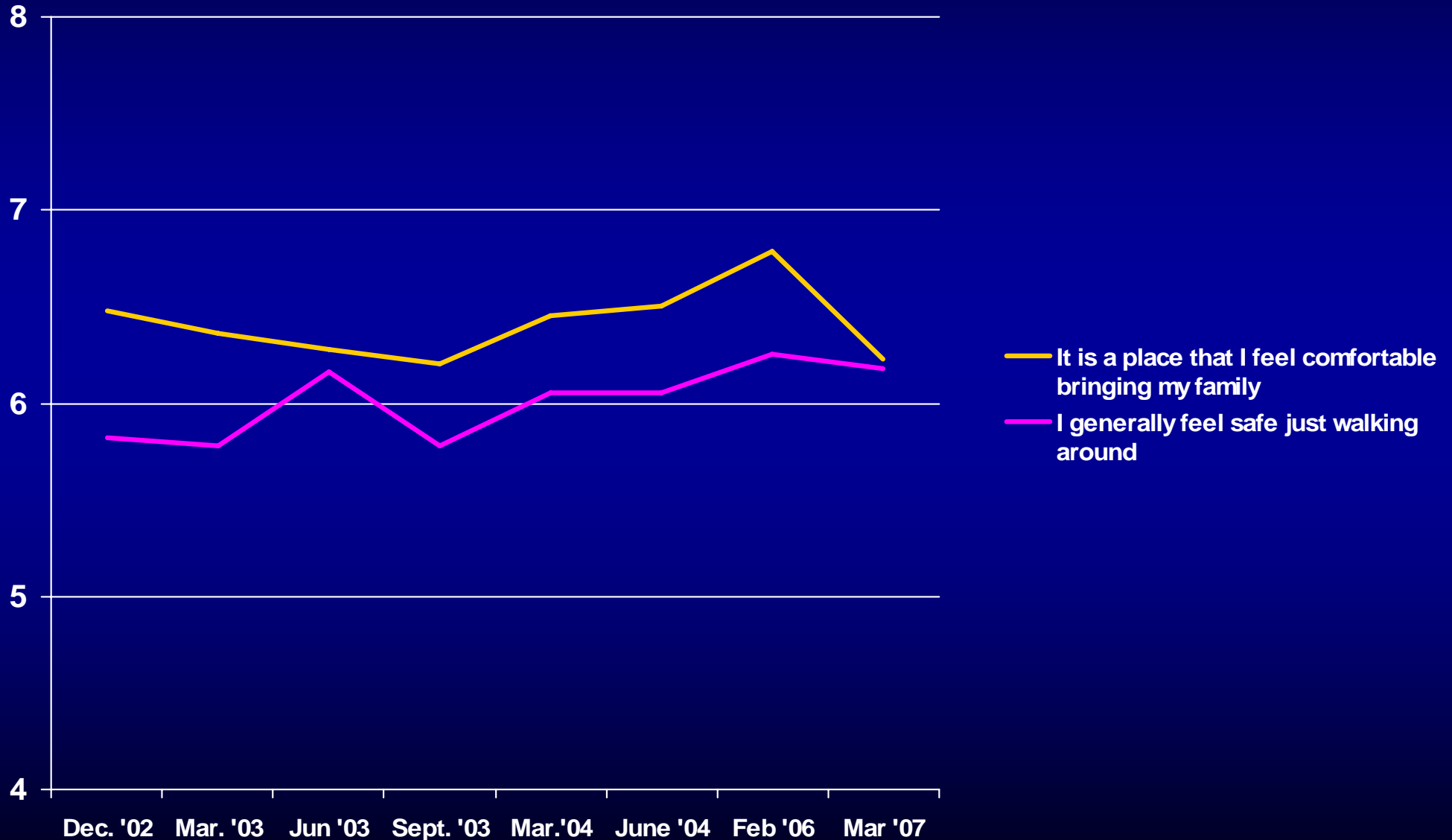


*Respondents asked to rate each issue on a scale of 1 to 10 where 10 = the statement describes it perfectly and 1 = doesn't describe it at all



Downtown Environment (Safety)

How well each statement describes downtown Atlanta?*



*Respondents asked to rate each issue on a scale of 1 to 10 where 10 = the statement describes it perfectly and 1 = doesn't describe it at all



Downtown Environment (Homelessness/Panhandling)

How well each statement describes downtown Atlanta?*

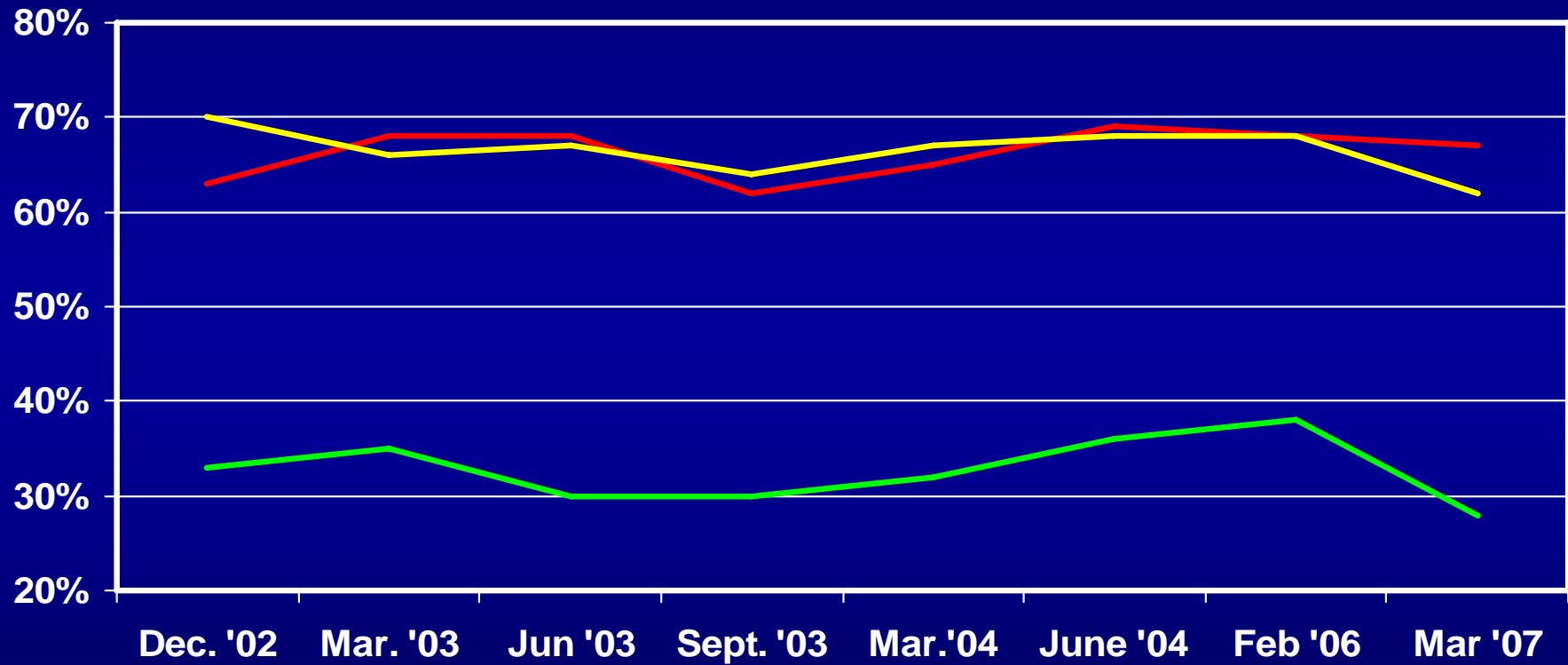


*Respondents asked to rate each issue on a scale of 1 to 10 where 10 = the statement describes it perfectly and 1 = doesn't describe it at all



Public Safety

Neighborhood Safety

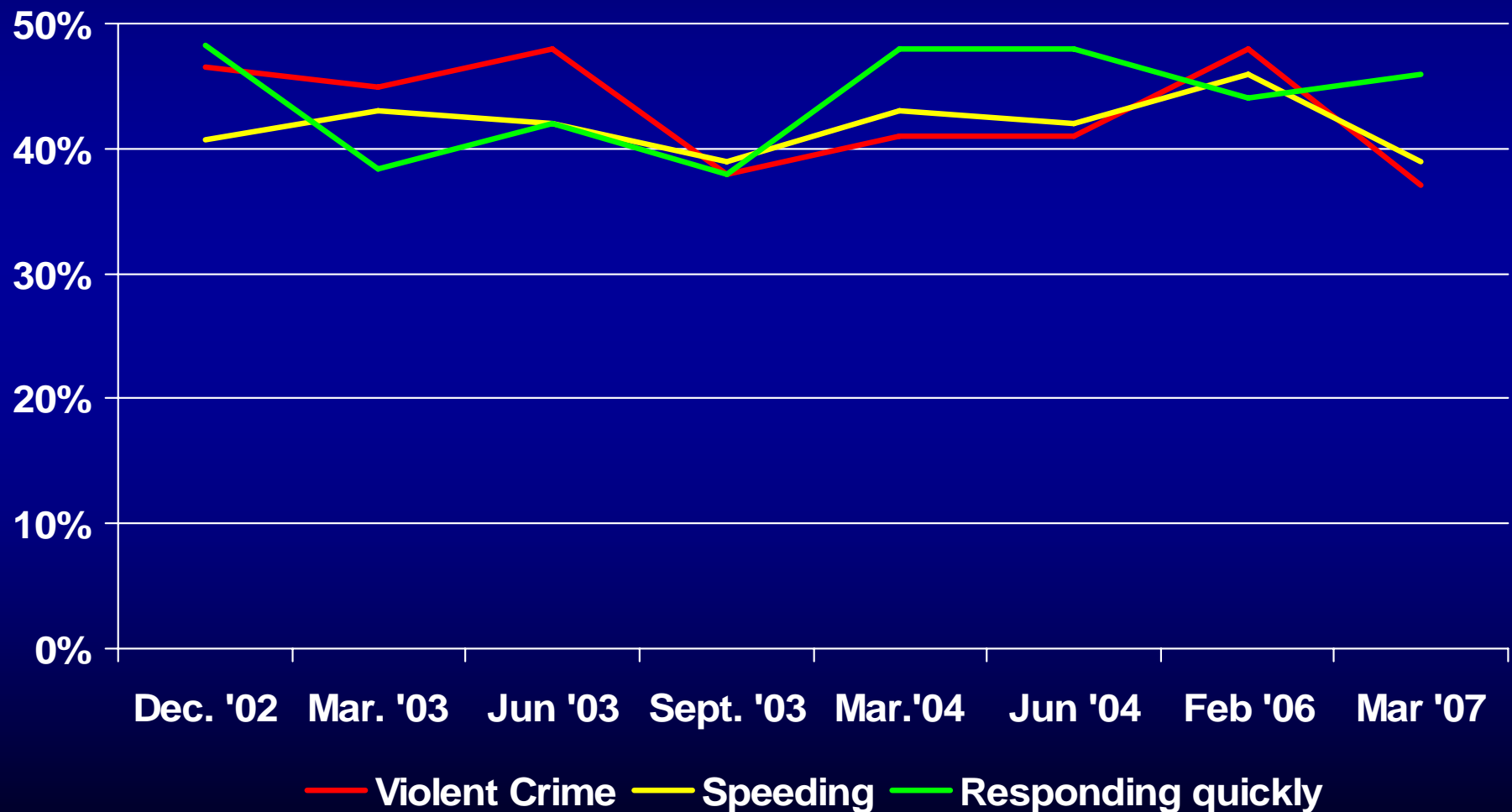


- How safe do you feel walking alone at night within a block or two of where you live? (% responding very or somewhat safe)
- To what degree do you feel the police have a positive presence in your neighborhood? (% responding a great or some deal)
- How much confidence do you have in the ability of the police to protect your neighborhood? (% responding complete or great deal)



Police Effectiveness

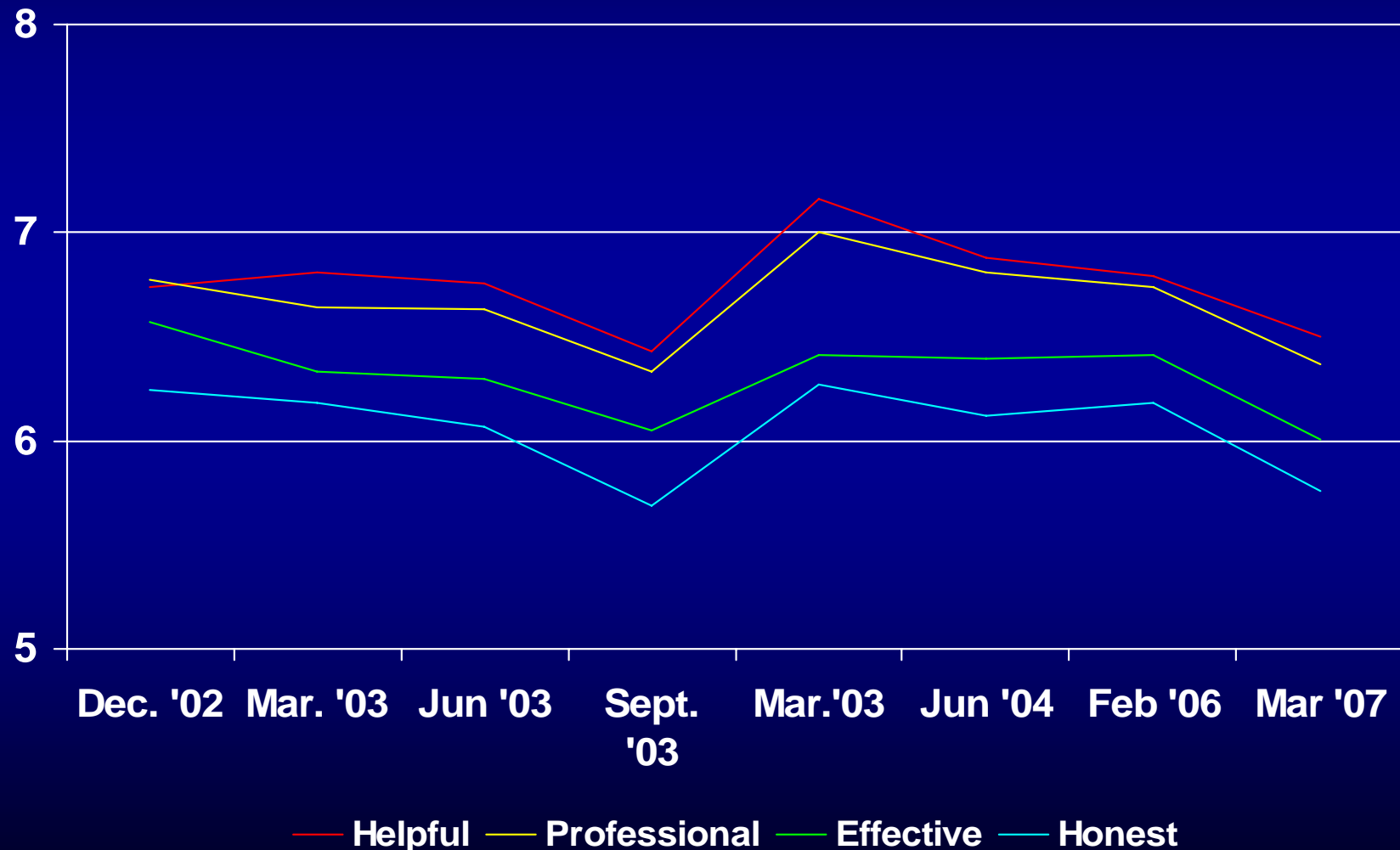
How would you rate the police force in handling these specific areas?
(% responding excellent or good)





Professionalism of police department personnel

How would you rate the City of Atlanta Police Department on the following?



10 = the statement describes it perfectly

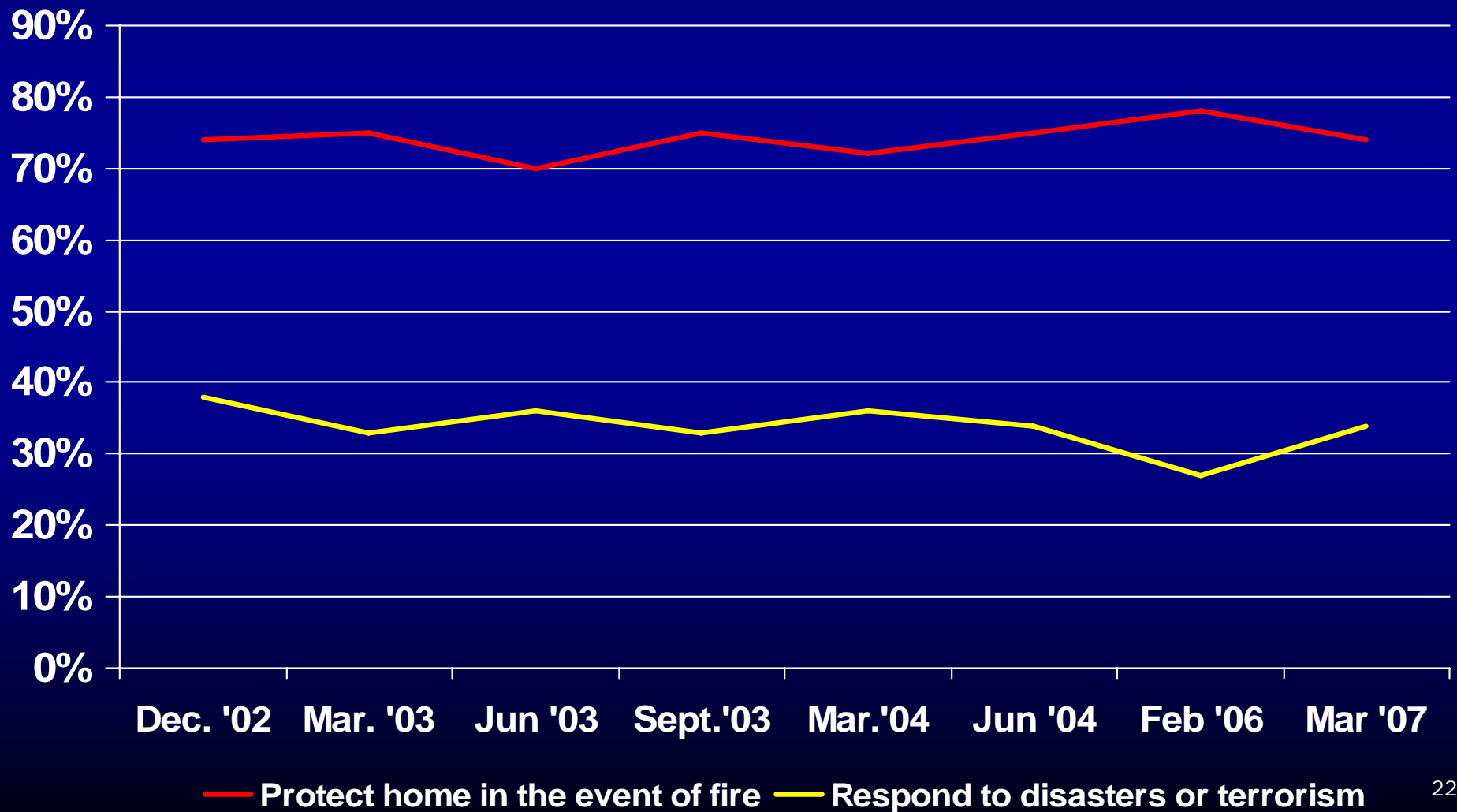
1 = doesn't describe it at all



Fire Protection Services

How much confidence do you have in the Atlanta Fire Department?

Percent responding "Complete confidence" or "Great deal of confidence"





Professionalism of Fire Department Personnel

How would you rate the City of Atlanta Fire Department on the following?



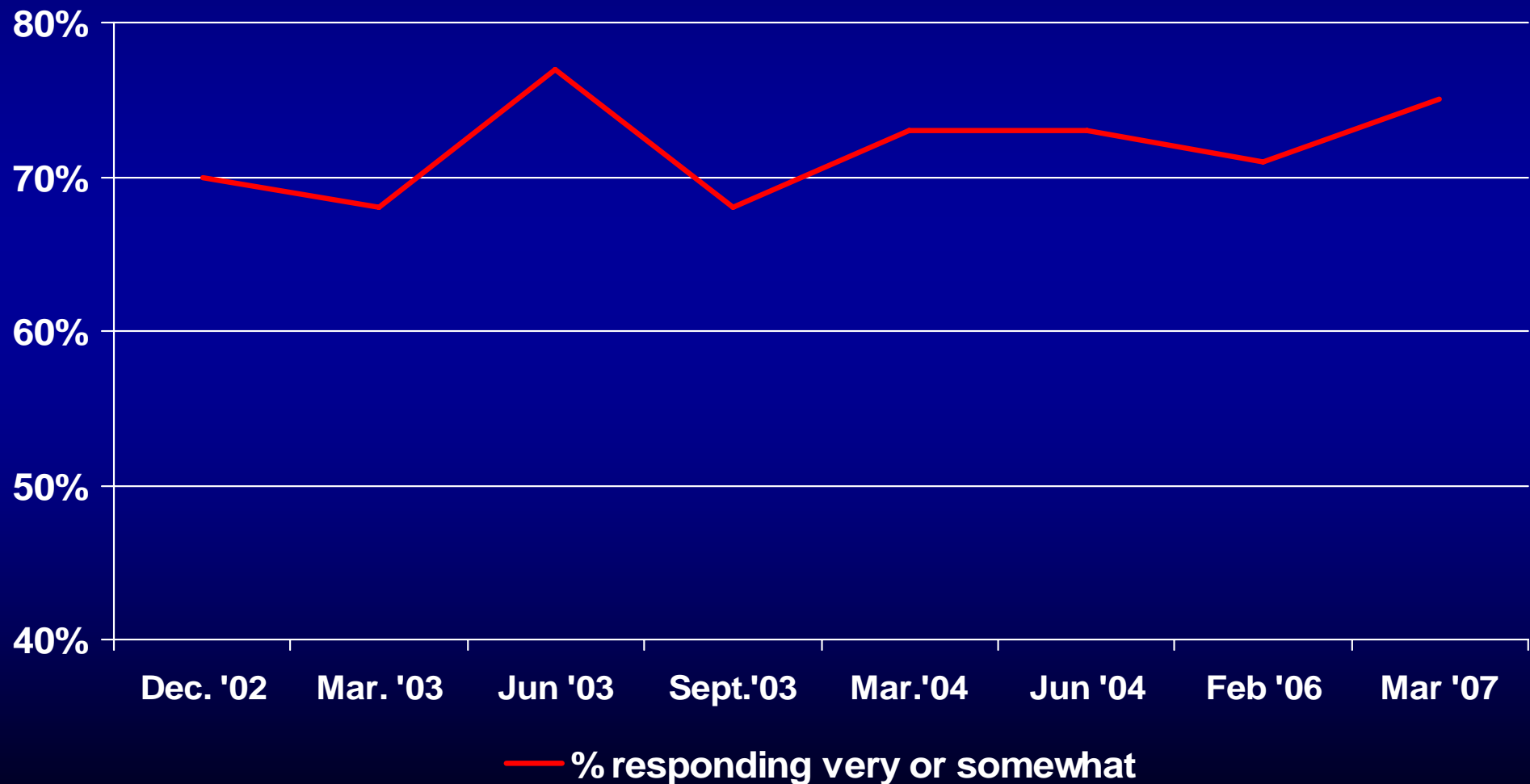
10 = the statement describes it perfectly

1 = doesn't describe it at all



Quantity of Parks

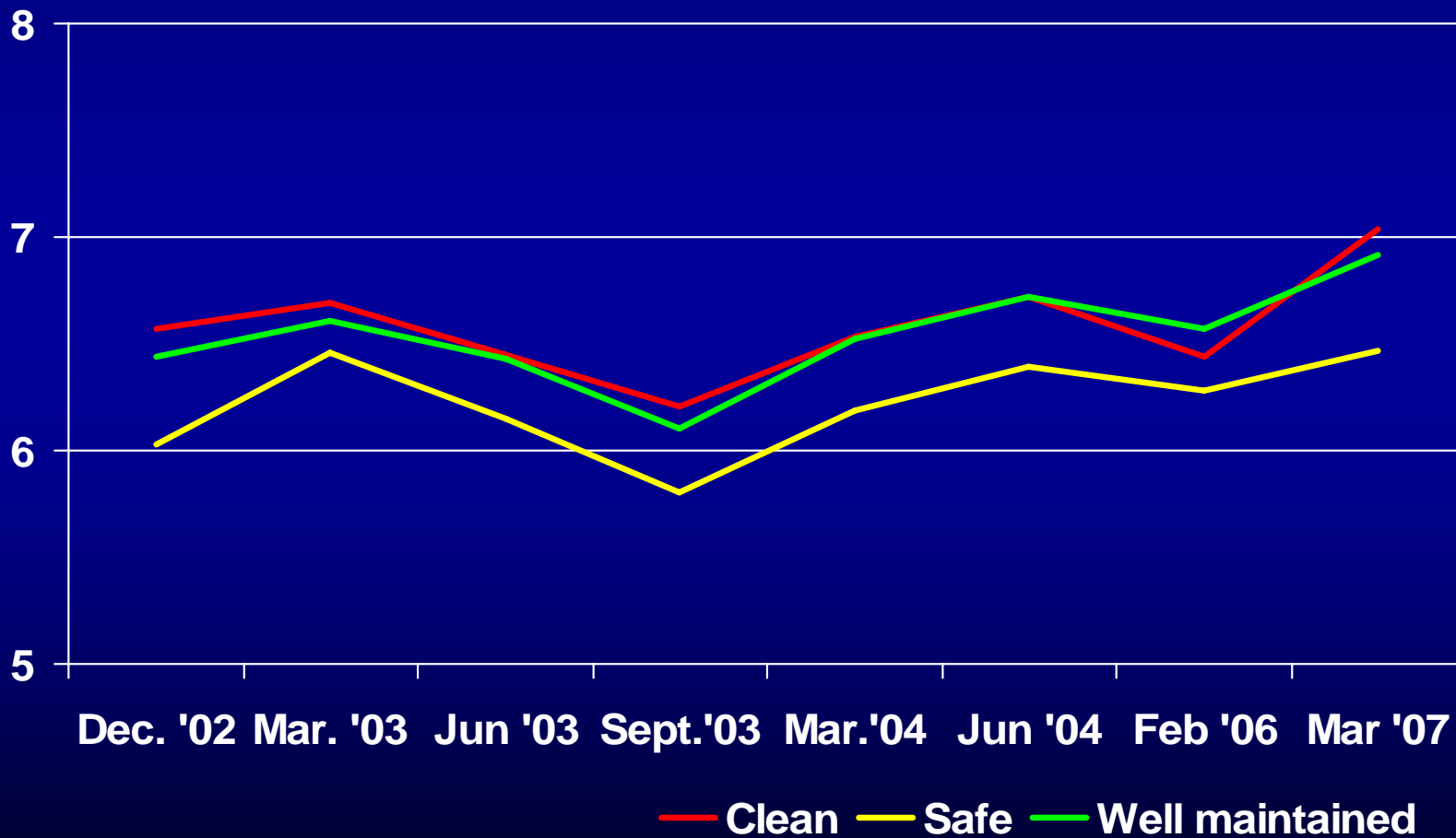
How satisfied are you with the number of City of Atlanta parks?





Quality of City Parks

How well do the following terms describe the city's parks?



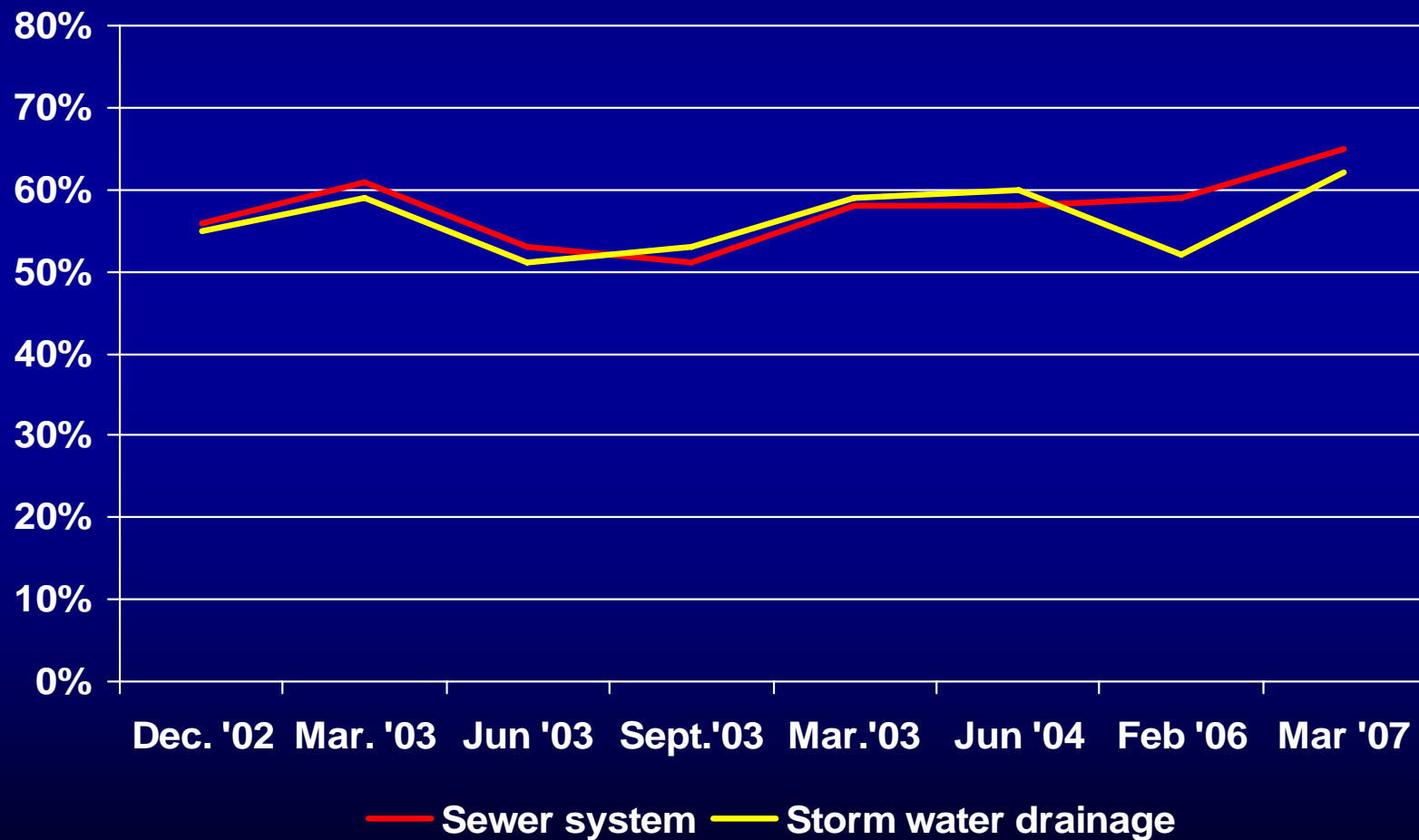
10 = the statement describes it perfectly

1 = doesn't describe it at all



Sewer and Storm Water

How satisfied are you with sewer and storm water services in your neighborhood?





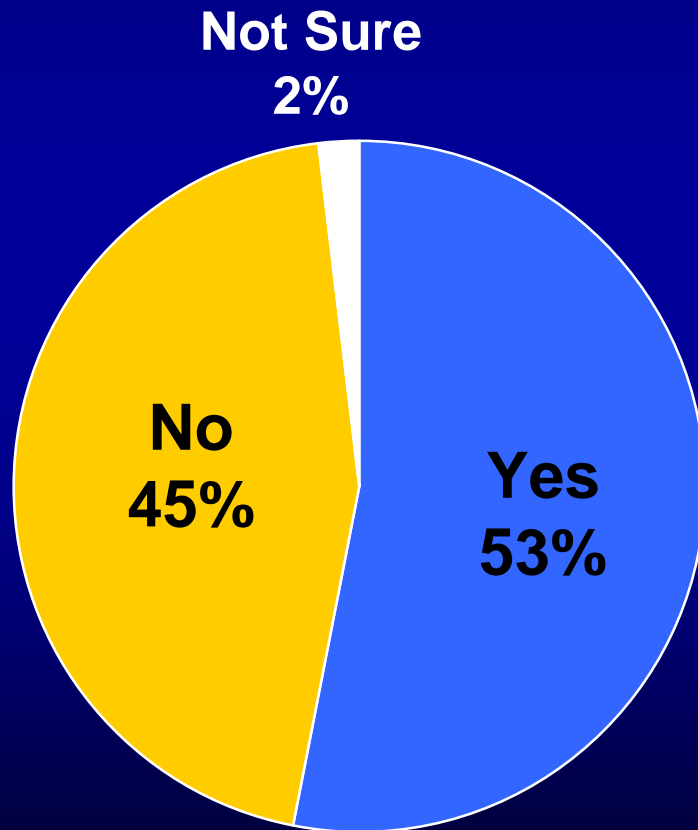
March 2007 Module

BeltLine



Awareness of the BeltLine

“Have you seen, read or anything about the BeltLine?”



Key Findings

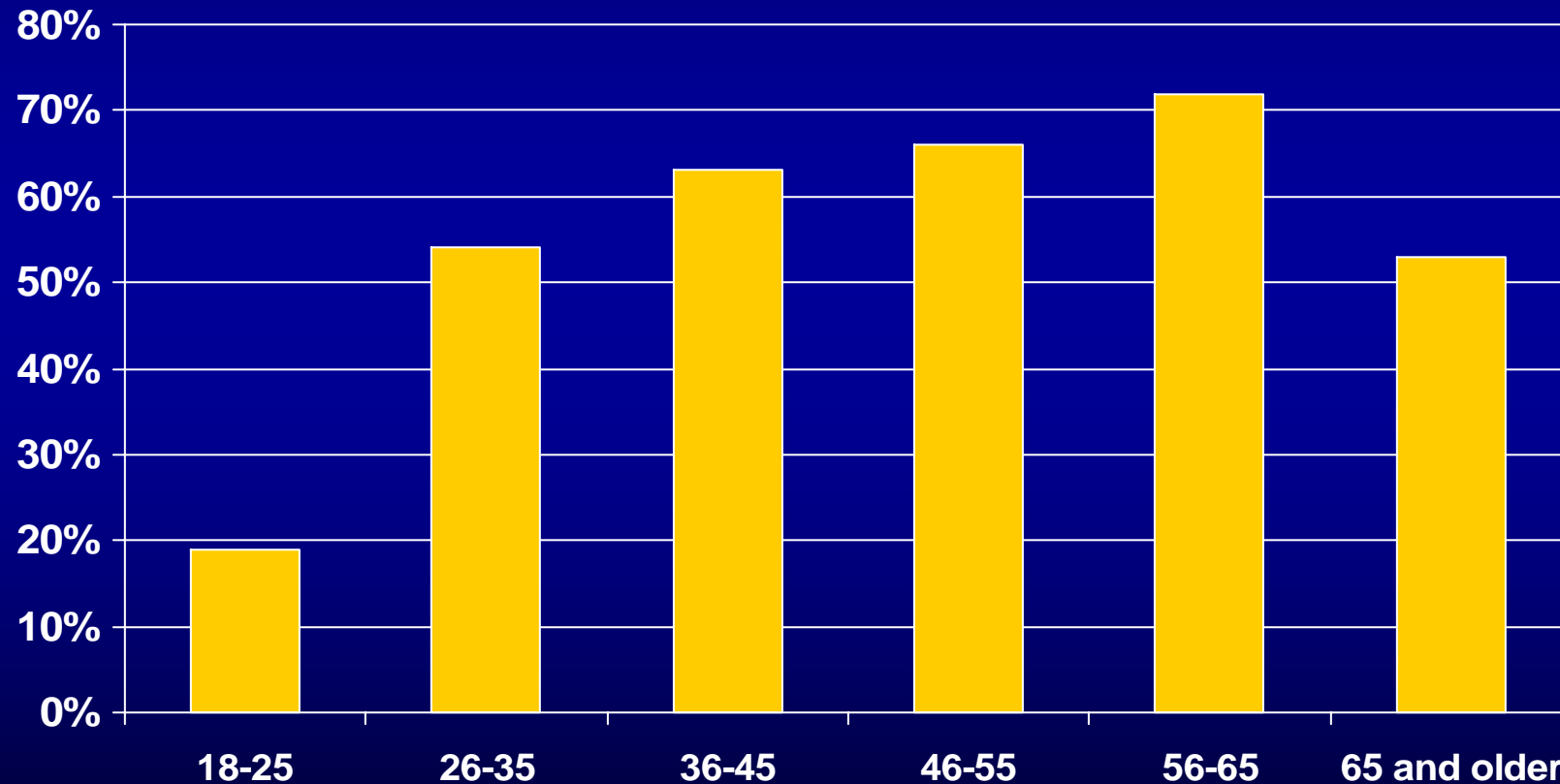
- There are significant awareness differences among races
 - 82% of whites responded "yes"
 - 36% of non-whites responded "yes"



There are significant awareness differences among age groups

“Have you seen, read or anything about the BeltLine?”

% Responding “Yes”

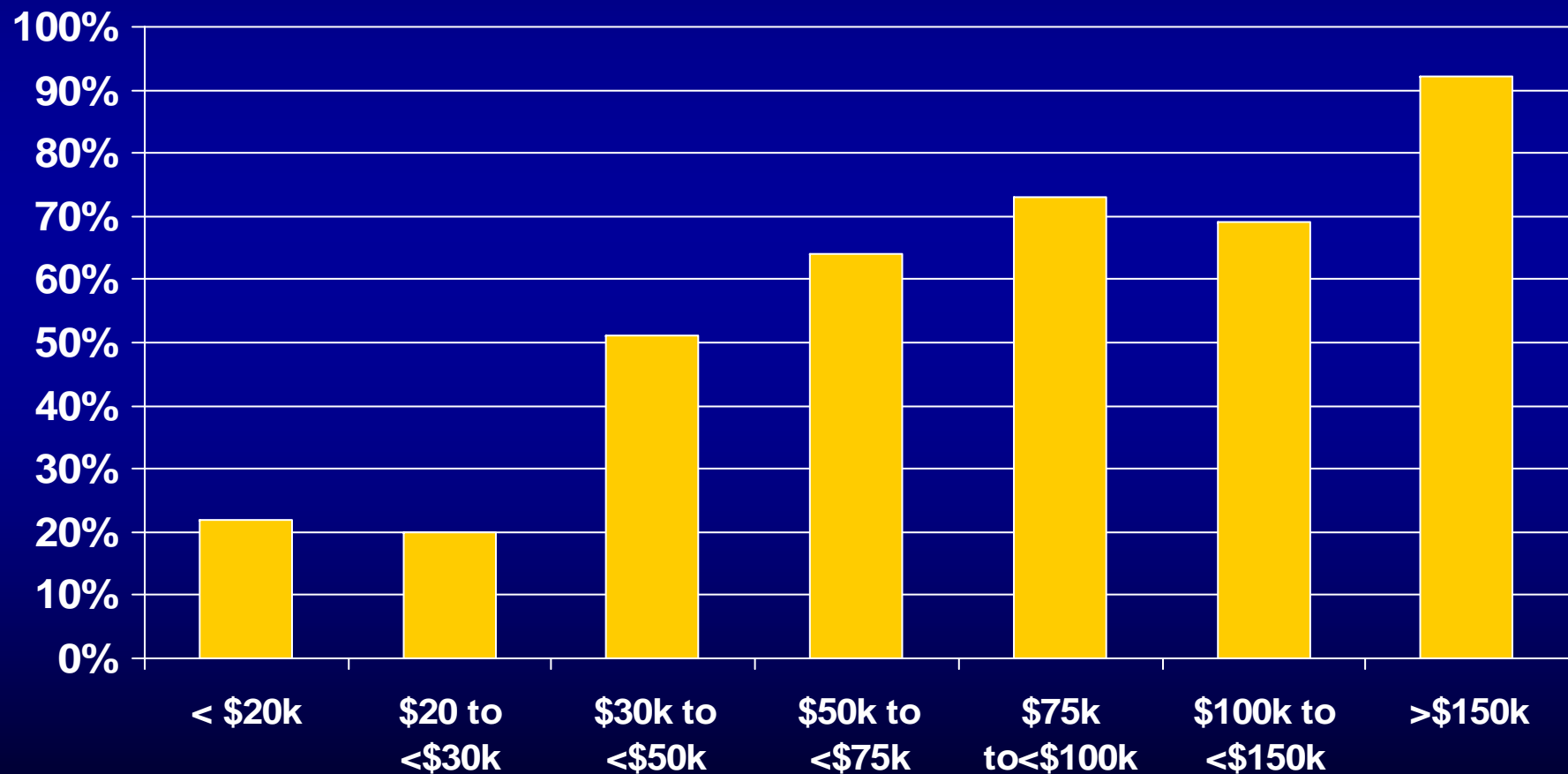




There are significant awareness differences among income groups

“Have you seen, read or anything about the BeltLine?”

% Responding “Yes”

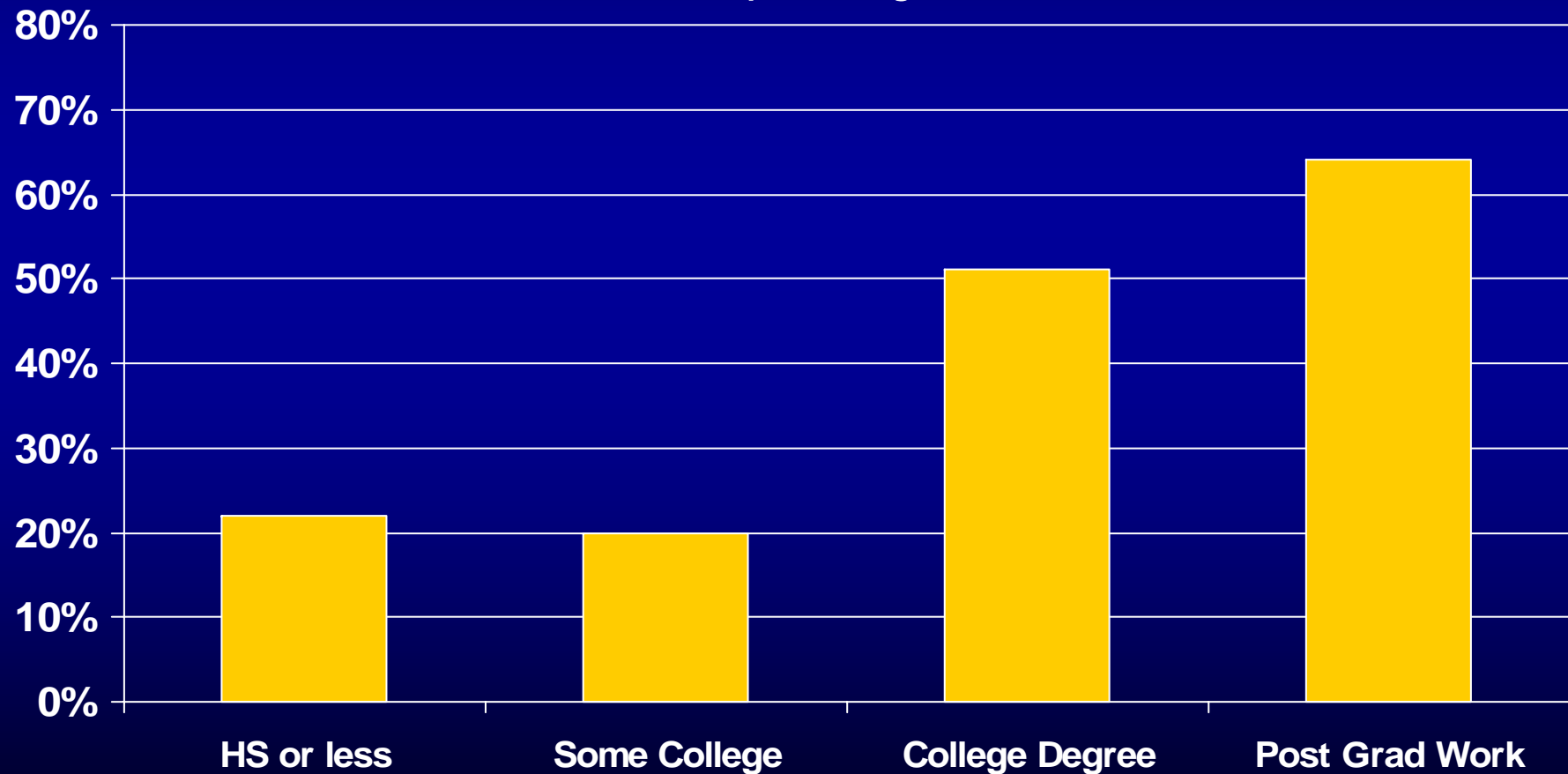




There are significant awareness differences by level of education

“Have you seen, read or anything about the BeltLine?”

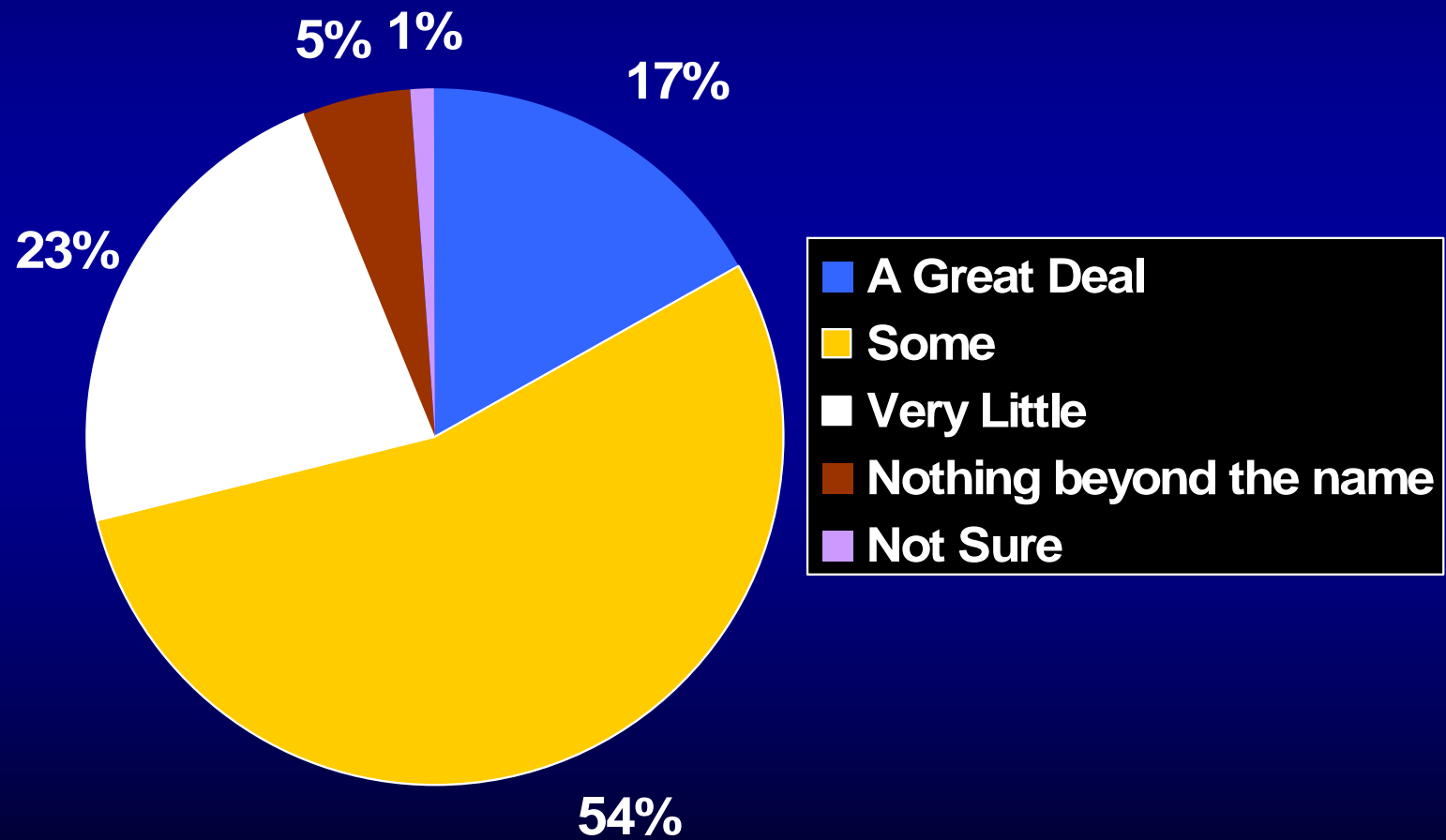
% Responding “Yes”





Depth of Knowledge of BeltLine

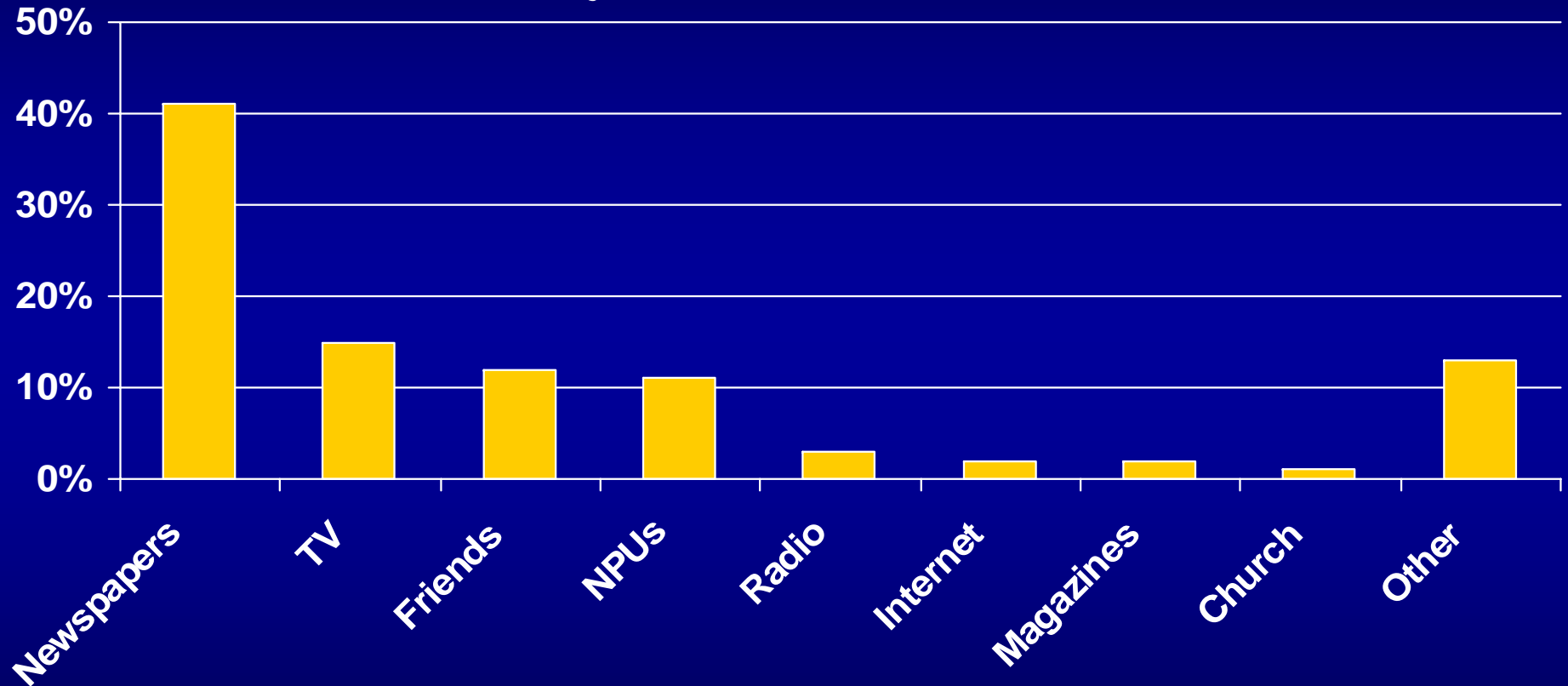
For those responding that they were aware of the BeltLine:
"How much would you say you know about the BeltLine?"





Information Channels

For those responding that they were aware of the BeltLine:
"Where did you hear about the BeltLine?"



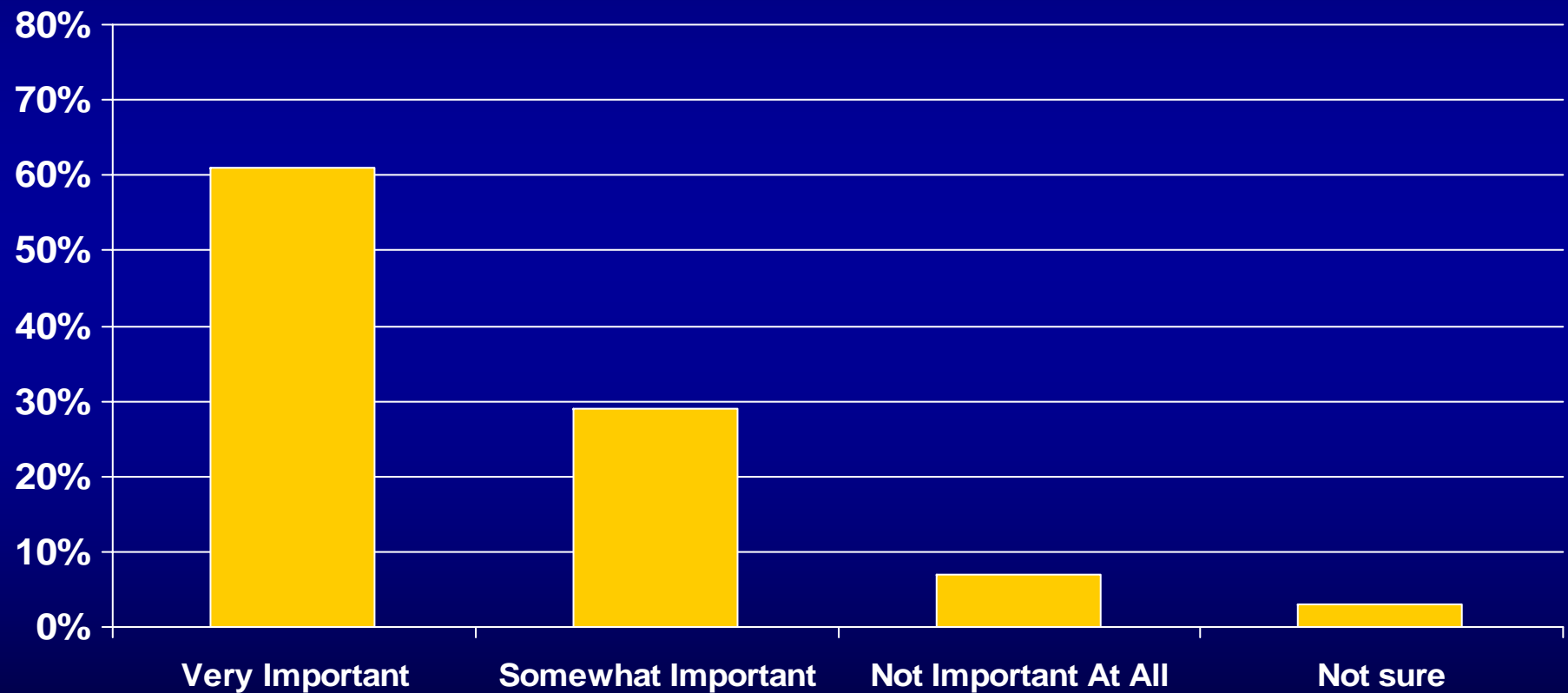
Key Findings

- 49% of whites and 31% of non-whites responded "newspapers"
- 6% of whites and 27% of non-whites responded "TV"



Desire for Transit

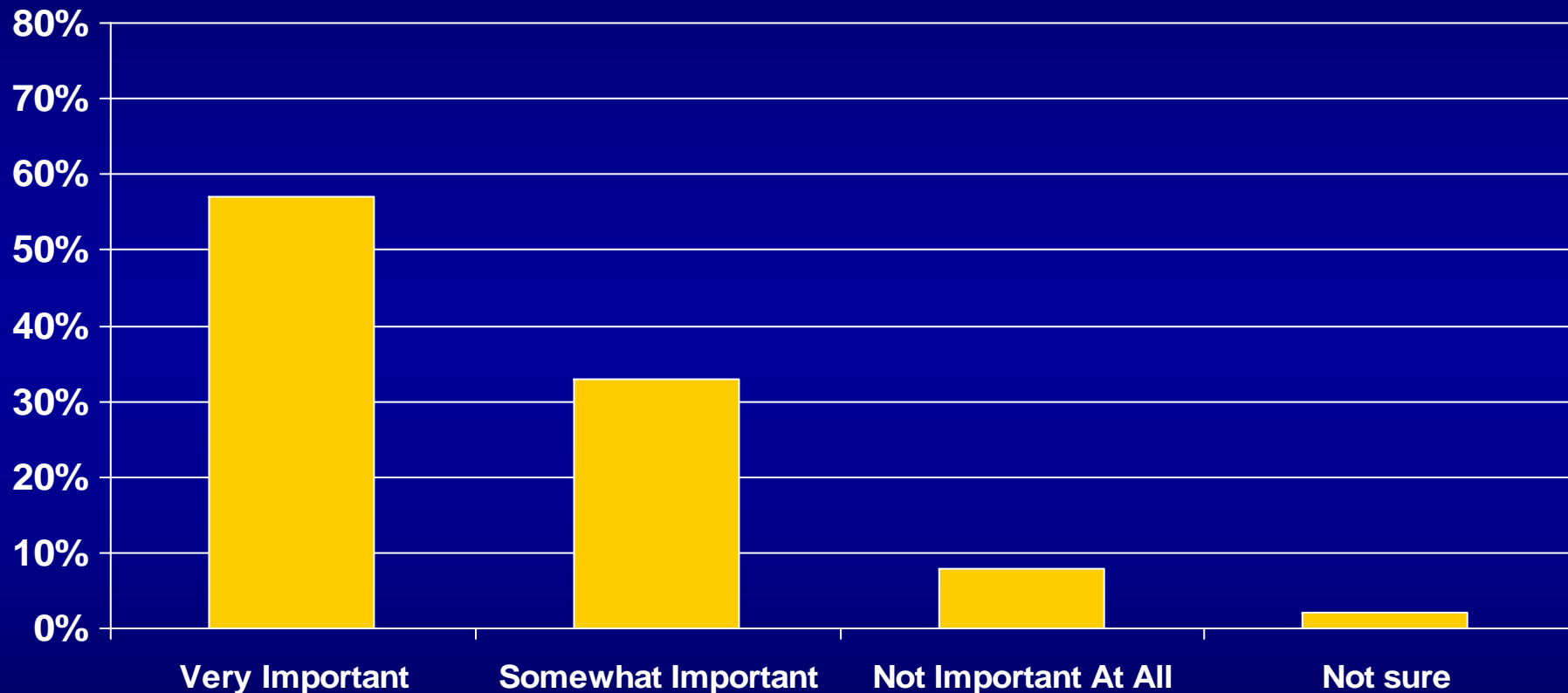
How important is it that the BeltLine provide new transit options?





Desire for Parks

How important is it that the BeltLine provide new parks?



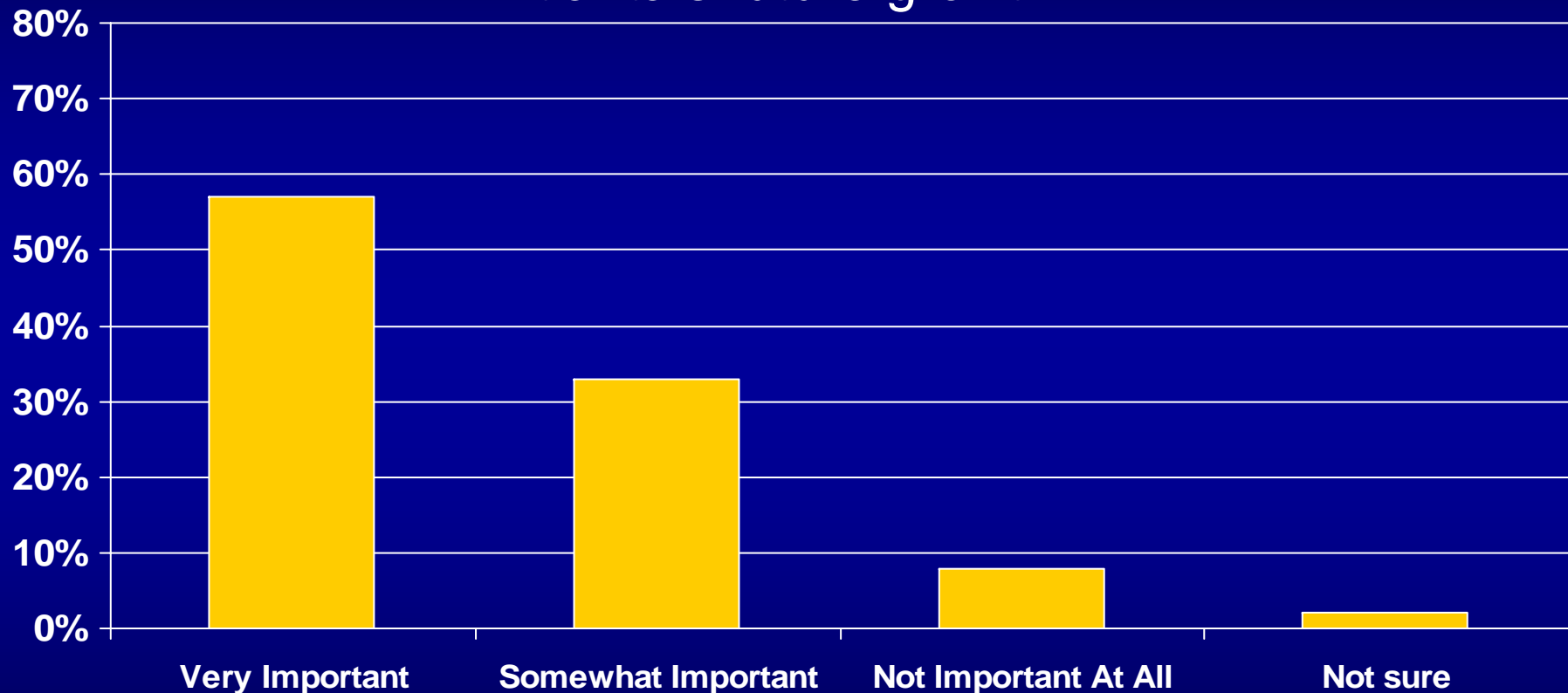
Key Findings

- 66% of whites responded "very important"
- 52% of non-whites responded "very important"



Importance of Balanced Growth

How important is it that the BeltLine ensures balance in Atlanta's future growth?



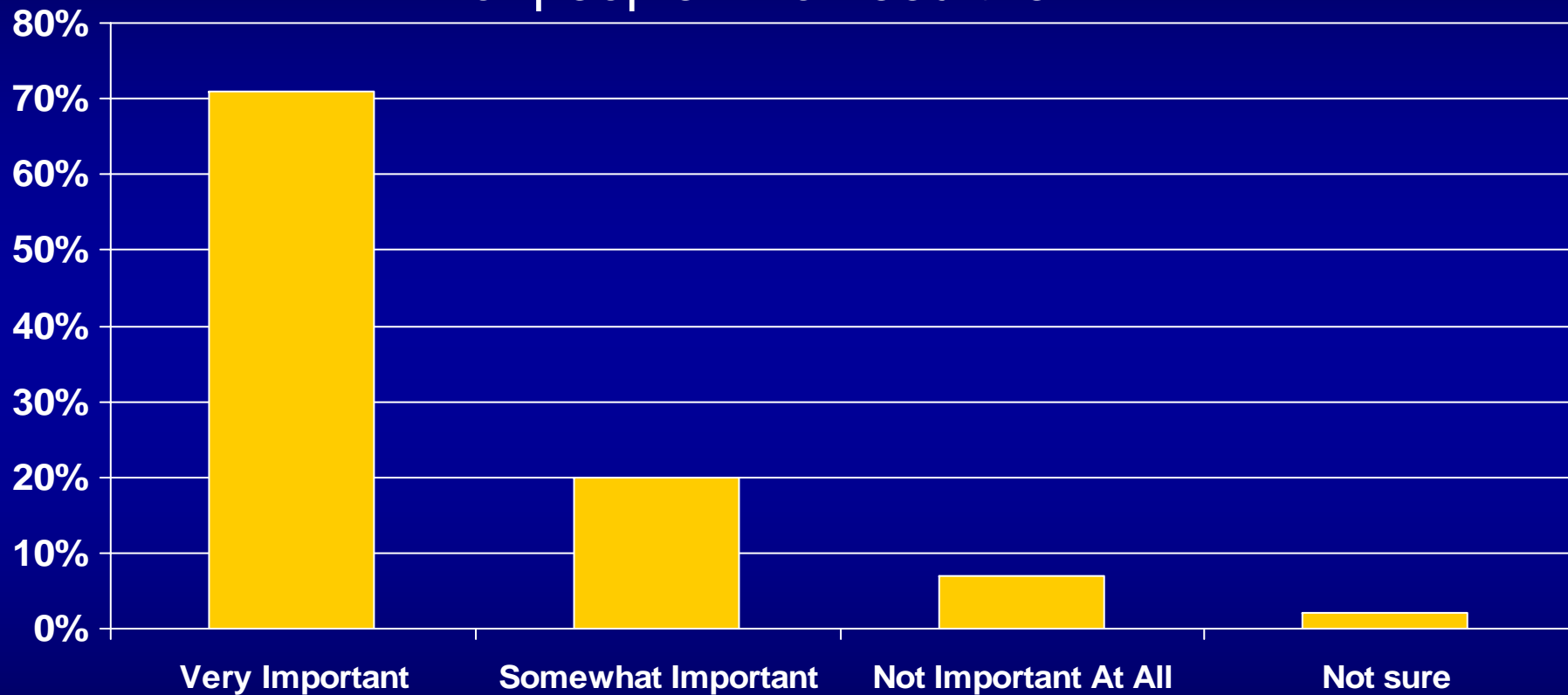
Key Findings

- 66% of whites responded "very important"
- 52% of non-whites responded "very important"



Importance of Job Growth

How important is it that the BeltLine provide good jobs for people who need them?



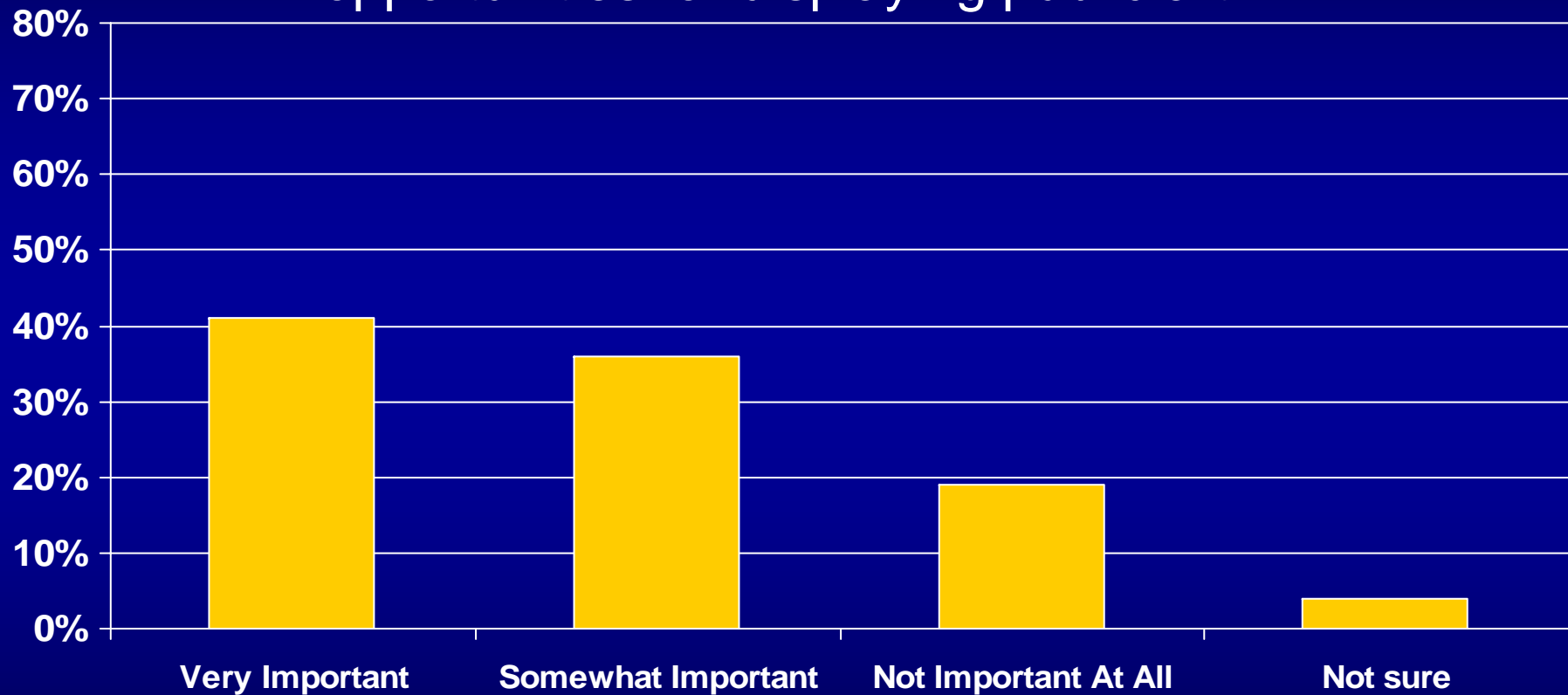
Key Findings

- 53% of whites responded "very important"
- 81% of non-whites responded "very important"



Importance of Public Art

How important is it that the BeltLine provide more opportunities for displaying public art?



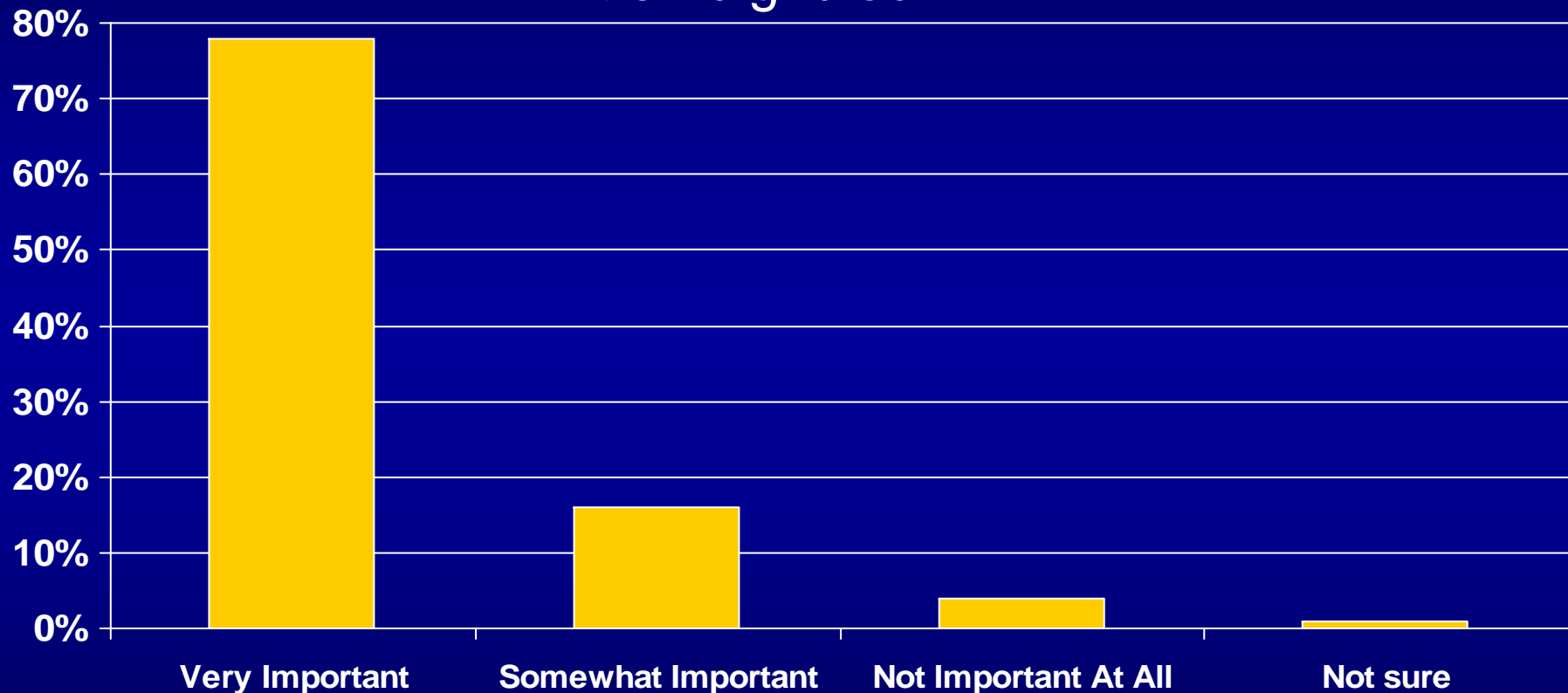
Key Findings

- 60% of those earning <\$20k responded "very important"
- 26% of those earning \$100k-\$150k responded "very important"



Importance of Reducing Traffic Gridlock

How important is it that the BeltLine reduce traffic gridlock?



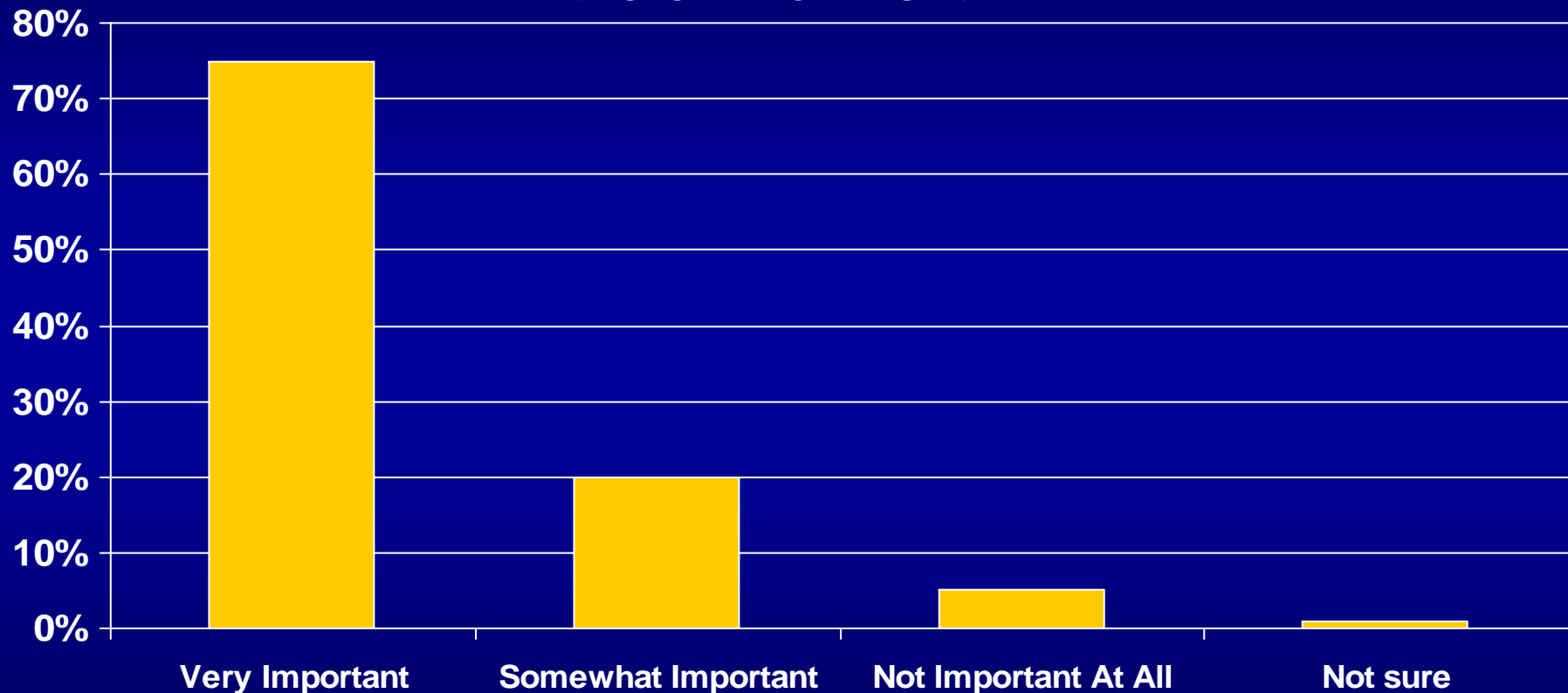
Key Findings

- 72% of those earning <\$20k responded "very important"
- 91% of those earning \$100k-\$150k responded "very important"



Importance of Protecting the Environment

How important is it that the BeltLine protect the environment?



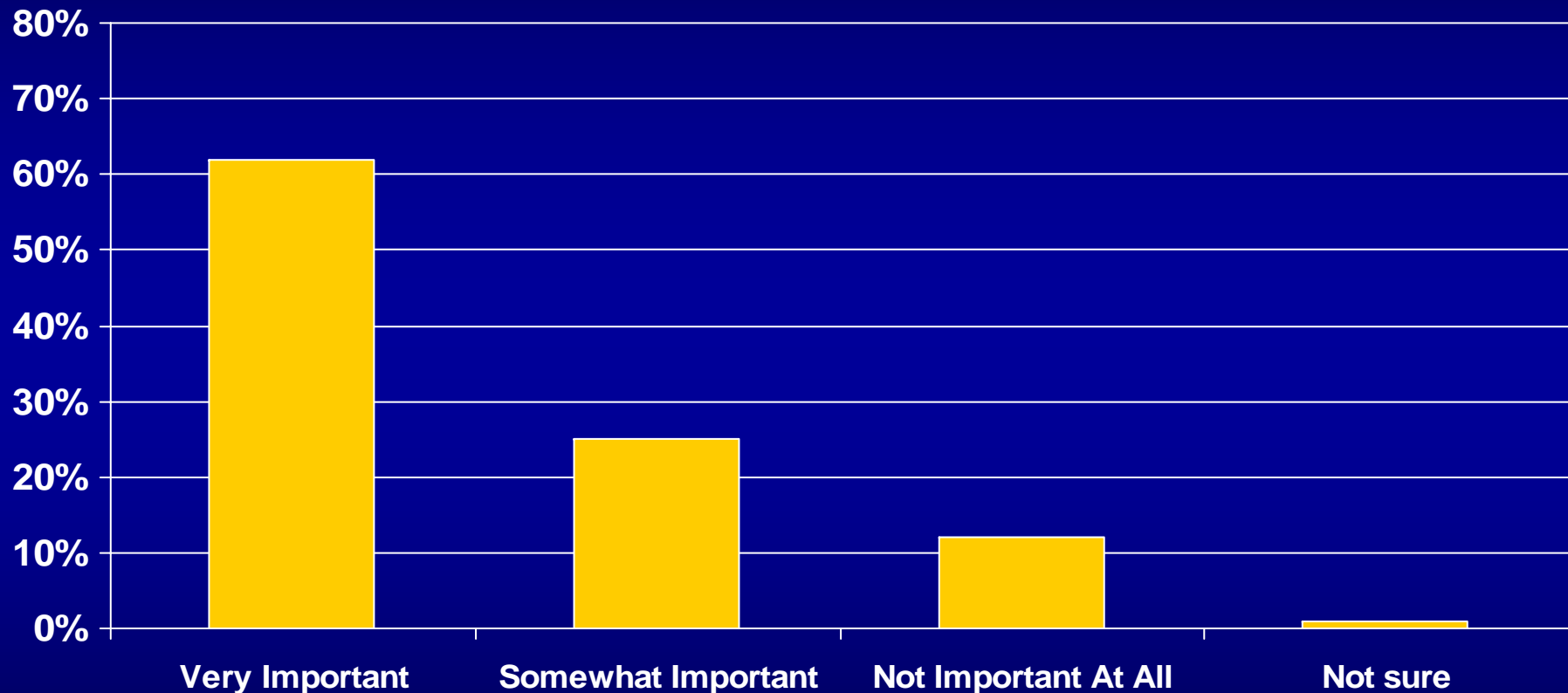
Key Findings

- 87% of those earning <\$20k responded "very important"
- 54% of those earning \$150k or more responded "very important"



Importance of Affordable Housing

How important is it that the BeltLine provide new housing that is affordable for average working people?



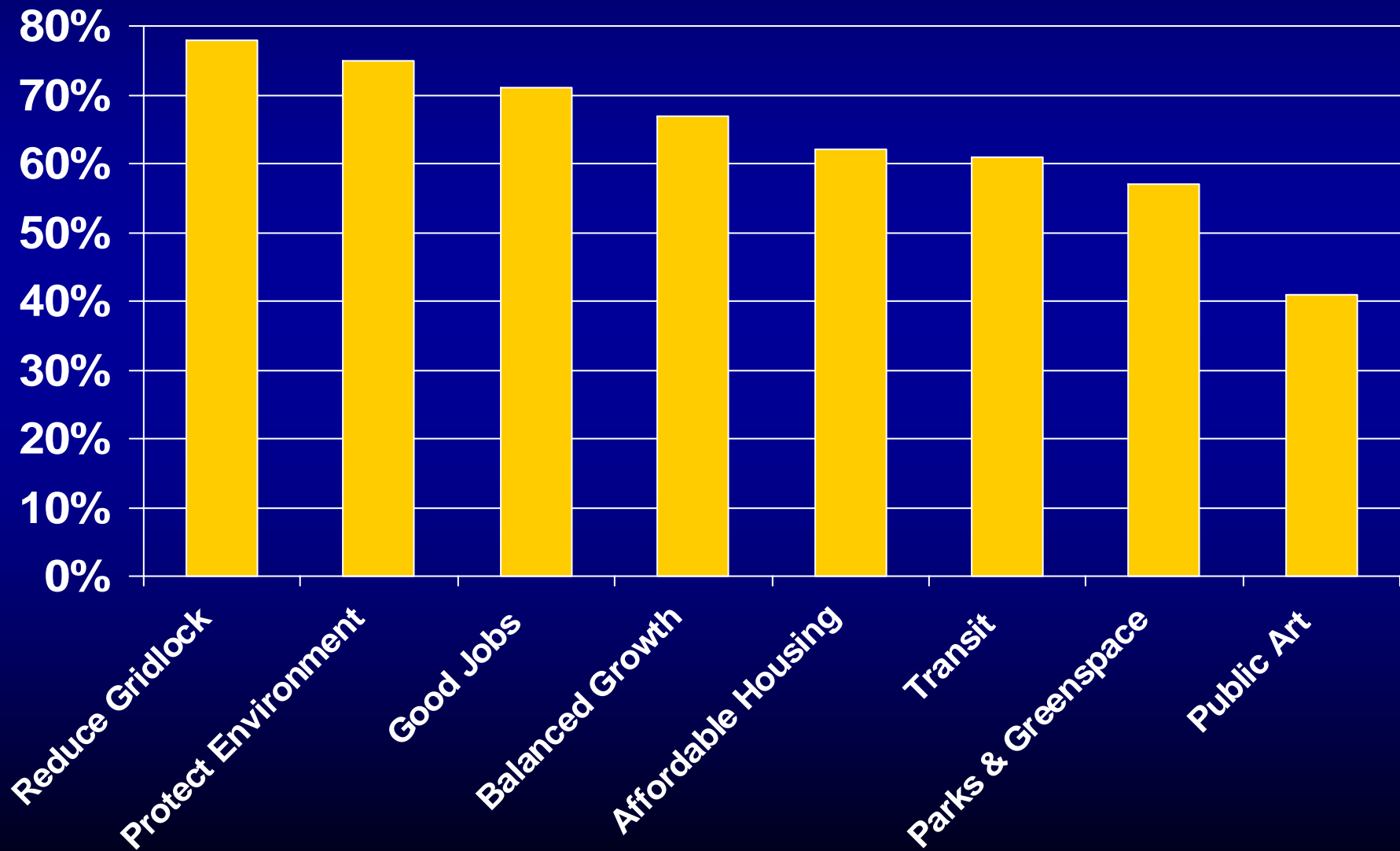
Key Findings

- 74% of those earning <\$20k responded "very important"
- 40% of those earning \$100k-\$150k responded "very important"



Relative Importance of Various Aspects of BeltLine

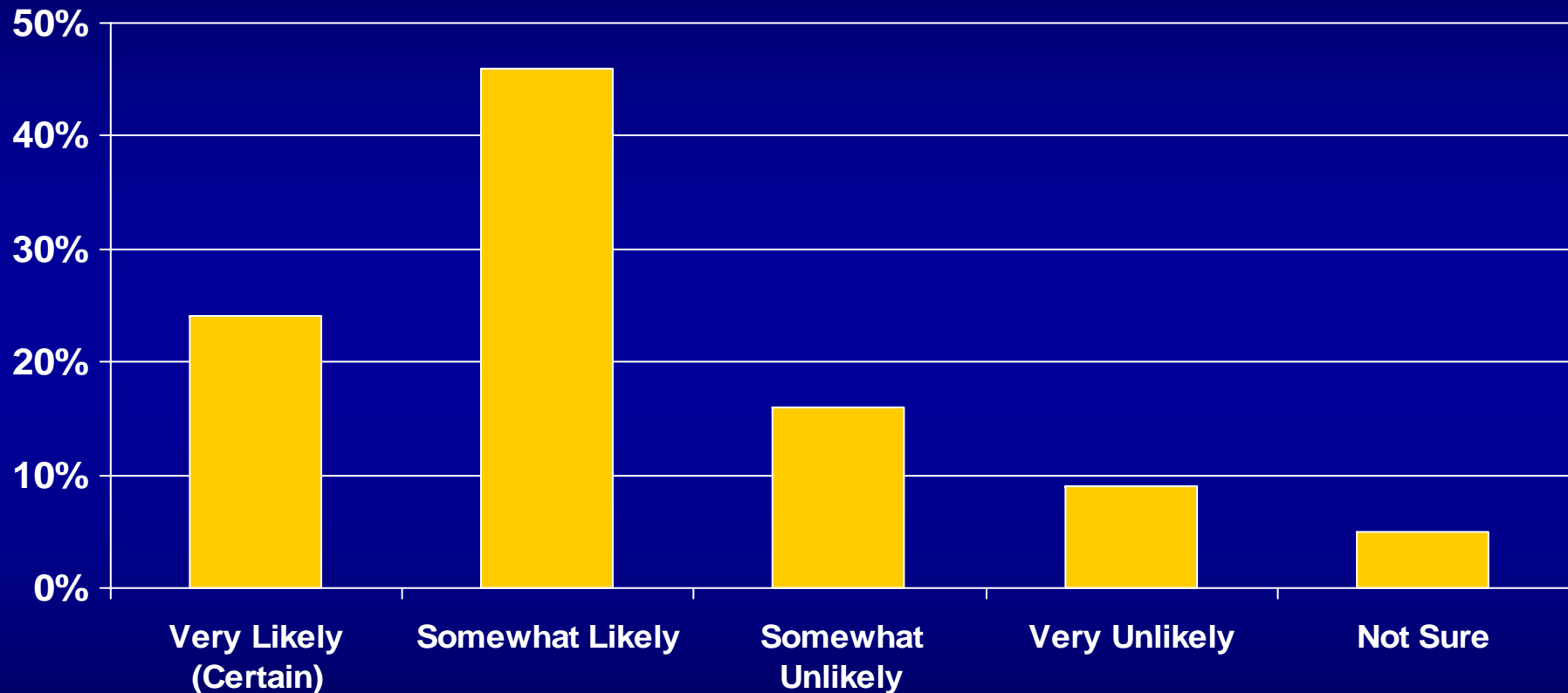
How important is it that the BeltLine...?
% Responding Very Important





Likelihood that BeltLine will be built

How likely is it that the BeltLine will eventually be built?



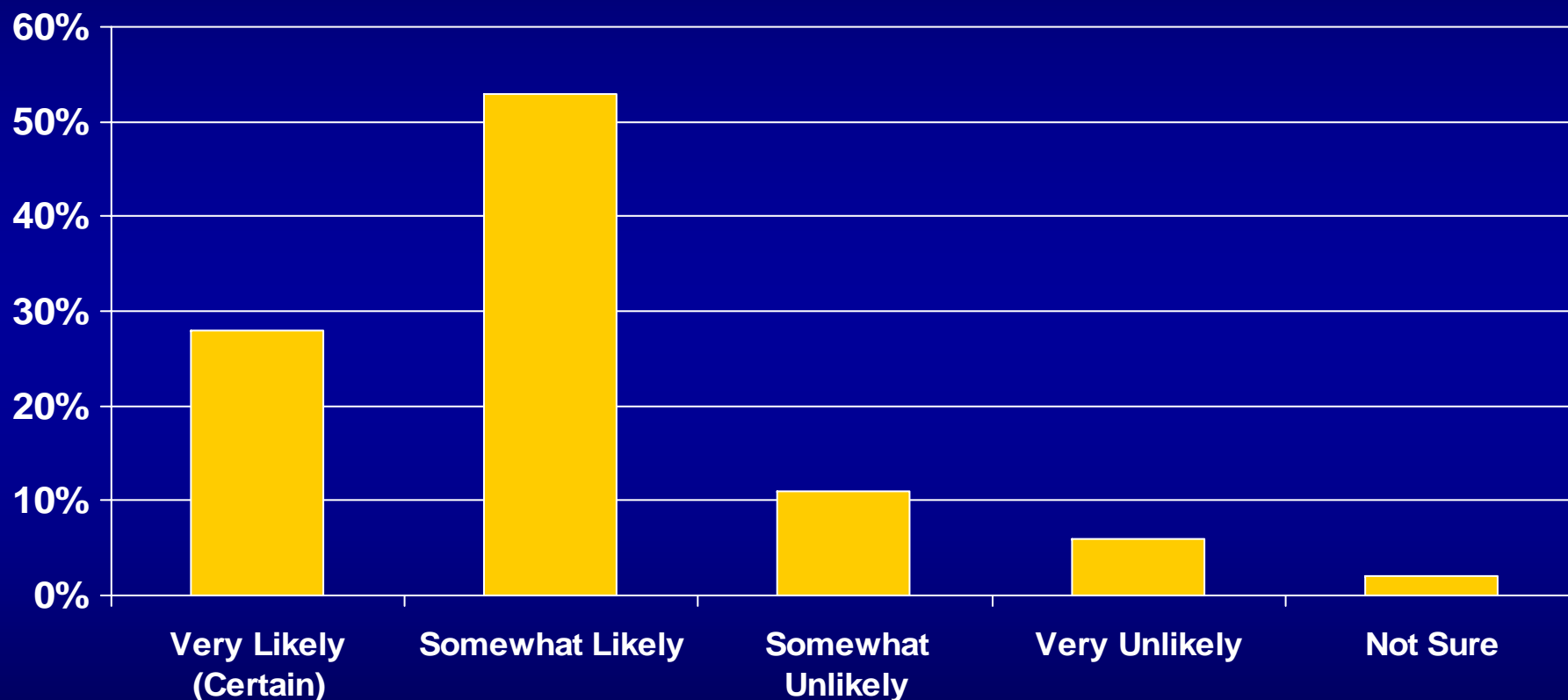
Key Findings

- **Almost half (48%) of 18-25 years responded "Somewhat Unlikely" or "Very Unlikely"**



Likelihood that BeltLine will accomplish goals

How likely do you think it is that the BeltLine will accomplish the goals that are most important to you?



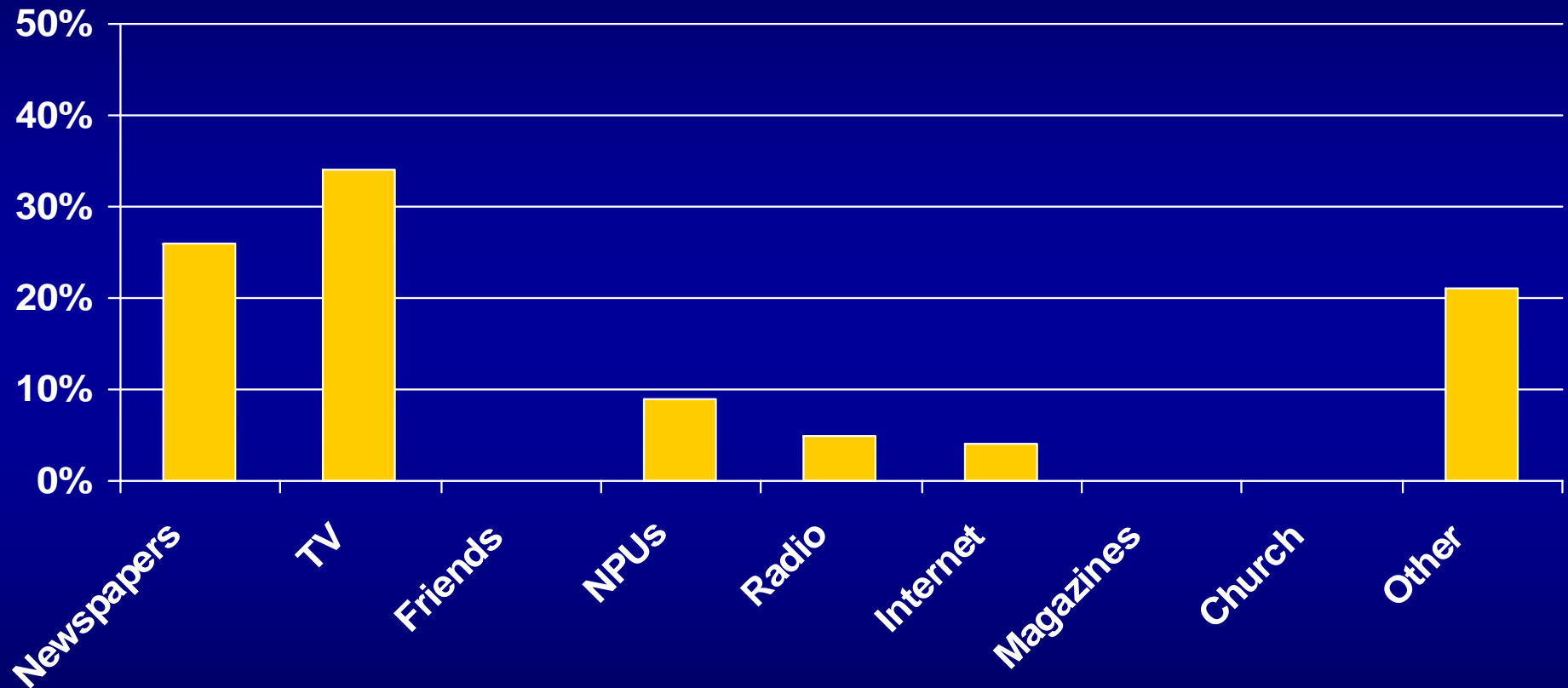
Key Findings

- 17% of those earning \$30k to \$50K responded "very unlikely"



Preferred Information Channels

What is the best way for city leaders to inform citizens about projects such as the BeltLine?



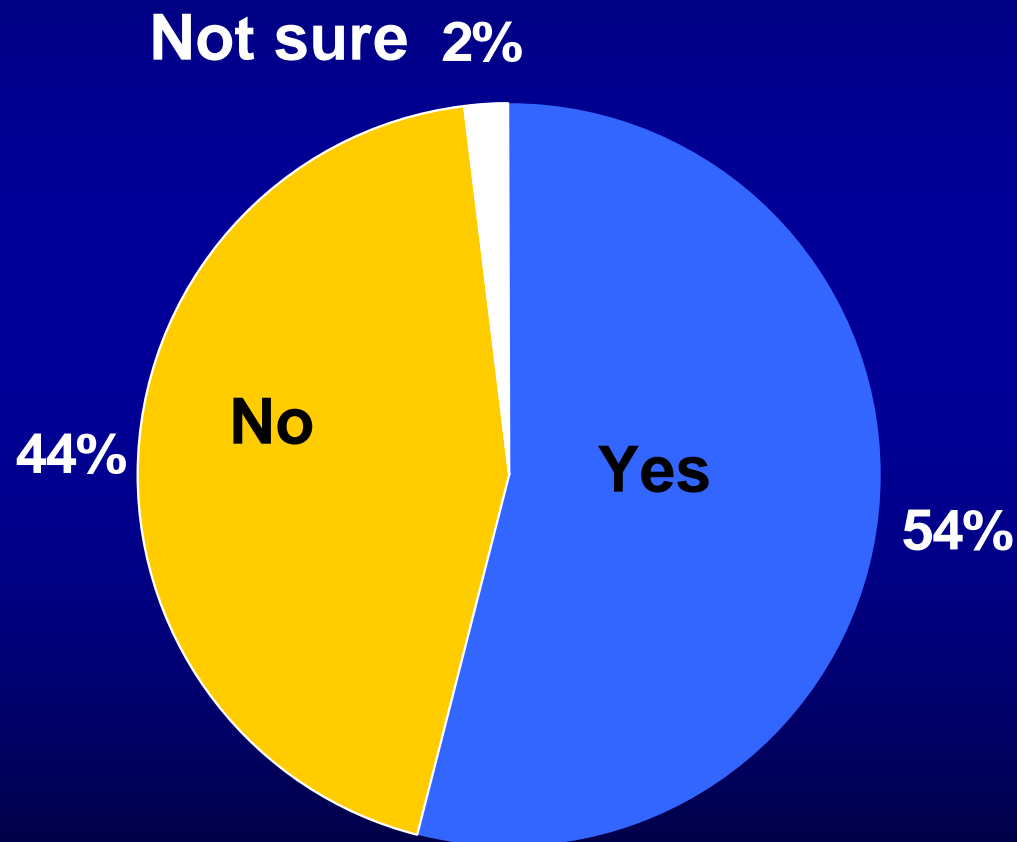
Key Findings

- 49% of whites and 31% of non-whites responded "newspapers"
- 6% of whites and 27% of non-whites responded "TV"



Attendance at NPU meetings

“Have you ever attended an NPU meeting?”



Key Findings

- **There is some difference between races**
 - 61% of whites responded "yes"
 - 50% of non-whites responded "yes"
- **There are significant differences among age groups**
 - 43% of 18-25 year olds responded "yes"
 - 68% of 56-65 year olds responded "yes"